

"Savvy self-marketing is critical to success."

Home

robin-ryan
Career Counselor



Do you know the secrets to finding the best jobs? Here's how...

The Hidden Job Market

By Robin Ryan

Effective job hunting demands a proactive approach where you track down potential openings and actively follow up on leads. Too often job hunters simply don't know where else to look after they finish with the want ads in the Sunday newspapers. To get your search rolling you need to find good jobs to apply for.

So what websites are worth visiting? What techniques are most effective?

Here are the three most effective way to uncover leads for good jobs.

1. **Conduct some job market research.**

Analyze what job title you seek, and where the best opportunities lie for you. Make a list of at least 20 organizations to investigate for possible openings. To develop your list, use business journals, annual reports, trade magazines, association listings, yellow pages and business directories, many of which can be found at your local library. Check out Hoover's Handbook of American Business, The Thomas Registers, Million Dollar Directory, as well as Standard and Poor's Registry of Corporations, Directors and Executives. Note the company name, address, telephone number, website and the email of a contact person. Your goal is to reach the hiring manager — your potential boss — not the Human Resources Department.

2. **Go to the company website first.**

The Internet has thousands and thousands of job openings. The big trick is not spending all your time just finding them. The Society for Human Resource Managers reports that 86% of all companies put their current openings on their own website. Start there.

3. **Network.**

Two-thirds of all jobs are found by obtaining a lead through contacts. Ask family, friends, colleagues, and college alumni associations for assistance in tracking down job openings, manager names and potential opportunities in your list of companies. Add new companies that they may bring to your attention. Your objective is to connect with someone inside the company who can internally pass on your resume or application.

Action Step: Mail out self-marketing letters. Once you have identified the companies you are interested in, mail (as in postal mail) a targeted letter to the manager that would most likely be your boss. Write a short paragraph that concisely outlines your strongest skills and accomplishments. Then tell them you will be calling in a few days to learn more about their current needs. Attach your resumé. Follow up and call in a week. Be prepared to sell yourself on the spot if you reach the potential boss (not HR). If nothing is available ask if that manager may have heard about something appropriate for you. Many clients have found good leads with that one question.

Don't get discouraged if it seems like a lot of effort with no quick results. This process takes time, but it does uncover excellent job.

© Copyright 2005 Robin Ryan. All rights reserved.

Sign up here for Robin Ryan's [eNewsletter](#).

Robin Ryan is considered **America's top career coach** with over 1000 TV and radio appearances including **Dr. Phil Show, Oprah, Fox News, CNN**. She is the best-selling author of: **What to Do with the Rest of Your Life; 60 Seconds & You're Hired!; Winning Resumes; and Winning Cover Letters**; and also the creator of the **DreamMaker, Interview Advantage and Salary Negotiation Strategies** Audio Programs. Robin has a busy career counseling practice providing individual career coaching, resume writing services, interview preparation and salary negotiations consulting to clients nationwide. A dynamic national speaker, Robin frequently teaches audiences how to improve their lives and obtain greater success. To purchase her books and audio training programs or learn more about her coaching services call **425.226.0414**, email RobinRyan@aol.com or click here: www.robinryan.com.

Reprints release: Newspapers, magazines, online websites are granted permission to reprint this in part or whole but must carry author's bio, book credits and include author's website information (with live link if online) PLUS email author at RobinRyan@aol.com and state when and where reprint publication will occur. Questions: contact author at 425.226.0414.