

## Job Search Techniques

Going online and seeking out the right jobs on various job search sites (including this one) can be a great start for a job seeker. However, putting in your application for a posted job puts you in competition with everyone else doing the same thing. If you don't have the best experience or training it likely means that you are at the bottom of the pack. So how do you find what experts guess is 75% of the jobs that make up the "hidden" job market, the jobs that aren't currently being advertised?

### Work Your Network

Have you ever heard the expression, "It's not what you know. It's who you know."?

Many jobs, even the ones you apply for online, end up going to someone who knows someone. Time for you to work within that system. The next time you see a job posting, see if you know someone who works there (LinkedIn is handy for that). Reach out to see if they can make some introductions, hand deliver your resume into the HR office or recommend you for the job. A personal recommendation can go a long way to getting you that gig.

Ask your contacts who is hiring! Chances are you know a bunch of people who work for companies or know of companies hiring. Get some leads.

### Pick your Next Employer

After you've sent out your resume to every posting on the internet, it's time to take your job search to the next level. First figure out where YOU want to work. Create a list of your dream companies, places that hire people that do the work you want to do where you want to do it.

Think about the organization that you want to work for. Are they:

- Big, small, new, been around for a while?
- Where are they located?
- What industry or sector are they in? Agriculture, retail, manufacturing, etc.
- What products or services are you interested in? Finance, the environment, animals, sports
- Do they share your values? Are there certain employment practices that are important to you?

Once you've assembled your list, start researching them. Follow these businesses on social media, follow their key people on social media, Google the companies and see what they are working on, check out their website, find out if they are going to trade shows in their industry, look for opportunities to get involved and meet people. You'll likely learn about new job openings this way before they get posted elsewhere.

Also, don't forget to start following and reading about any industry associations, events, and networking activities (especially the Chamber of Commerce events!). Do some strategic volunteering. Try to get introductions to people who work at companies on your list.

### Start Cold Calling

When all else fails, nothing is more effective than reaching out and calling someone. Don't just send in resumes haphazardly into companies on your list, start with a phone call (or an in-person meeting). Let

them know who you are, why you are calling, what role you are hoping for and that you would love to work for their organization. Ask them if they have any current openings where you might be a fit. Keep the conversation short and check to see if it would be ok if you called back in a month to see if things have changed. They may even know about other similar companies (or suppliers or customers) that are hiring.