



CRACKING THE HIDDEN JOB MARKET!

The “Gated” Job Market

- According to the BLS, the gap between advertised jobs and actual hires was 14% in 2012 and 13% in 2014.
- Job seekers are spending an alarming 75–100% of their job search time applying to online jobs.
- This is counterproductive, because you will begin to think there is something wrong with you.
- Applying for a job, crossing your arms and waiting...
SIMPLY. DOESN'T. WORK. PERIOD.



The “Gated” Job Market

- Even though most jobs today are not hidden, accessing them is still not easy. You need a key code to get through the door. (Think: bouncer at your favorite bar!)
- Insiders get hired! People hire people, not pieces of paper.
- Targeting companies, not jobs, is the best way to spend your job search time! You do not want them to compare you to a job description (and 75+ other candidates!)
- You want to create buzz about yourself before you walk through the door (like my AOL friend, Prateek Alsi).

The #1 Key to Landing High Quality Leads? A Personal Marketing Plan

Avoid the “Resume Drop and Run!”

- Job level (VP, SVP, Director, etc.)
- Job Function (Marketing, Public Relations, Government Relations)
- Geographic Region (DC, Southeast, etc.)
- Target Companies (at least 30-45)
- Industry of Preference (Manufacturing, etc.)
- [OPTIONAL] Target Company Attributes (lots of promotion potential, casual Fridays!)
- [OPTIONAL] Target Accountabilities (responsibilities, impact, etc.)

Personal Marketing Plan for:

Target Job Level (i.e. Director, VP, etc.)

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Target Job Function (i.e. Facilities and Logistics Management, Digital Media Services, Global IT Services)

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Geographic Target Location(s)

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|--|--|

Target Companies / Organizations (Approximately 30-45)

| Industry #1 | Industry #2 (optional) | Industry #3 (optional) |
|-------------|------------------------|------------------------|
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |
| 4. | 4. | 4. |
| 5. | 5. | 5. |
| 6. | 6. | 6. |
| 7. | 7. | 7. |
| 8. | 8. | 8. |
| 9. | 9. | 9. |
| 10. | 10. | 10. |
| 11. | 11. | 11. |
| 12. | 12. | 12. |
| 13. | 13. | 13. |
| 14. | 14. | 14. |
| 15. | 15. | 15. |

The “Gated” Job Market Protocol

- First, complete your PMP. Remember, if you don't have a PMP, your job search has not yet begun.
- Go after companies & contacts, NOT job openings.
- Solicit meetings with folks 1-2 levels above you.
- Ask for A-I-R (Advice, Insight and Recommendations/Referrals), but don't ask for a job!
- Search for ICP – Industries of interest, Companies of interest and people (within companies) of interest.
- If a company you are targeting has a job, and you have applied for it, forget about it and try to get in another way! (Best time to do these meetings is BEFORE there is an opening, of course.)

Identify Target Companies

- Ways to use your local resources to go about uncovering target companies in your chosen industry:
- Ask a librarian for a list of companies in your area within a specific industry.
- Look to your hobbies and pursue companies that are aligned with your interests and passions.
- Explore social media by identifying companies of interest, and then using the Advanced Search Features to find folks who work there.
- Use other tools: Reference USA, WetFeet, Vault

Identify People

Make a list of people you know and ask them who they may know from companies you included on your PMP. Consider people from the following categories:

| High School or College | Former Colleagues |
|------------------------|---------------------------------|
| Religious Institutions | Parent's from your kids' school |
| Exercise Partners | Previous Employers |
| Neighbors | Family |

Get Meetings

- During the meeting, share a brief summary of your experience, strengths, and interests.
- Focused questions to help you further clarify goals, fine-tune your targeting strategy, and generate new leads and contacts
- Ask for a referral if the rapport is good!
- Remember, there is NO job!

Become a “Go-To” Expert

- Remember this mantra: “Insiders Get Hired!”
- Conduct informational interviews
- Impress a hiring manager by knowing industry secrets
- Subscribe to newsletters
- Subscribe to RSS feeds of popular industry blogs
- Read trade journals
- Attend webinars
- Stay abreast of current events in your field (set Google Alerts)
- Follow key players in your industry via twitter or LinkedIn Influencer
- Refine your branded message when you discover what is unique about your industry (and you!)

Measure Your Search*

| Stage One | Stage Two | Stage Three |
|---|--|--|
| Meeting people in the right companies, but you don't have a relationship with them yet. If you plan to keep in touch with them, they belong on this list. This is the beginning of your search. | Meeting with the right people, right level, in the right companies and they are becoming an advocate for you! This is the middle of your search. | Moving along the lines of a REAL job or the possibility of a real job. This is the end of your search. |
| 10+ | 6-10 | 6-10 |

*Concept by Five O'Clock Club

Troubleshooting

- Not enough targets (targeting < 10 companies instead of ~40).
- Wanting to work for a few companies in any number of positions (World Bank, etc.) but niche is not narrow enough for recruiters to know where to place you.
- Getting back into a rut of applying for posted jobs (even though Laura suggested I curtail doing so). 😊
- Being too broad with industries, locations (I'll work anywhere!) etc. or being too narrow (only want to work within 5 minutes of my house).
- Not building a pipeline of Stage 1 or 2 contacts
- Go easy on yourself and just pick up your PMP and try again!

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- Special Launch Price now for those registered on this call today. The price is ONLY \$197 instead of \$397! (Save \$200 off regular price!)
- **To learn more, or to purchase, please send an email to laura@thecareerstrategygroup.com with “HIRED” in the subject line and include your first and last name.**

Thank you!

Laura M. Labovich
Chief Executive Officer
The Career Strategy Group
Phone: 703.942.9390
thecareerstrategygroup.com