Find the Hidden Job Market

- The hidden job market is a term used to describe jobs that aren’t advertised or posted online.
- As an alternative of posting a job opening, employers are opting for other options such as: hiring internally, using a staffing firm or headhunters and relying on referrals from current employees.

The Job Market

Visible Market 15%
Hidden Job Market 85%

Understand a Network

- Networking is simply the process of building positive, valuable relationships, either by making a connection with someone in person or online.
  - You already have a network!
  - Social/Personal - friends & family
  - Professional - past employers & clients
  - Virtual - LinkedIn, Facebook & Meetup

Build Your Network

- Expand your network connections and share your professional goals.
- Attend networking functions such as career fairs & community events
- Be social and introduce yourself to people you do not know
- Practice your elevator speech
- Update or create your social networks

Don’t sit down and wait for the opportunities to come. Get up and make them.
- Madam C.J. Walker

Maintain Your Network

- Stay organized and keep track
  - When/Where did you meet?
  - What did you discuss?
  - Was there a promise/follow up?
- Time management
  - You can actively incorporate networking into your job search

Where to Network

- Professional meetings, conferences or conventions
- Community activities
- Social media platforms
  ie: LinkedIn/Facebook/Twitter
- Business vendors
- Online groups: Meetup.com
- Friends, family & social groups
1. Prepare & practice an **Intro/Elevator Speech** for interviews or networking events.

2. Create a system to be **organized**.

3. **Ask questions and listen.** Do not be afraid to start a conversation.

4. Ask for help. Clearly tell those that you contact that you are seeking information and advice.

5. Making connections online can be an effective networking strategy. **Maintain an active profile** on online sites.

6. **Be aware** of your online presence. Some employers will check your online presence so be sure to present a positive online image.

7. **Research and prepare** in advance before meeting and getting to know contacts.

8. Join 2 **relevant networking groups** & make 5+ **connections** a week on LinkedIn.

9. Set up at least 2 **informational interviews** a month.

10. **Stay in touch** with your network and keep networking.

**NOTES**

For a complete list of no-cost services, upcoming events, and our locations, visit our website.