



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.



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

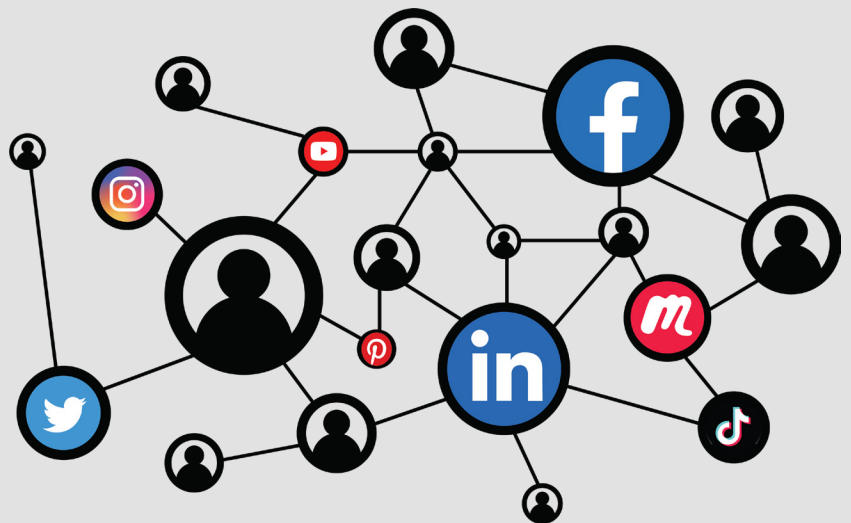
“
Don't sit down and wait for the opportunities to come. Get up and make them.
- Madam C.J. Walker
”

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



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