

GREAT RESUMES FAST



ACCESSING THE HIDDEN JOB MARKET

*New Strategies for the 2022 job
market*

2022 EDITION



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THE HIDDEN JOB MARKET

Did you know that only 5%-15% of hiring actually happens through job boards? Or, that roughly 80% of positions never get posted or advertised? This is the shocking reality of the job market in 2021.

If you're using job boards to search and apply for your next role, you're limiting yourself to just a small fraction of what is currently on the market.

This outdated strategy may also be to blame for why you're not getting as many callbacks as you had hoped for.

So now it's time to learn how to tap into the hidden job market.

In this guide, I'll teach you strategies to find positions that aren't posted online and that few job seekers use.



At first, the term "hidden job market" may sound confusing and a little bit sketchy. Here's the truth:

The hidden job market includes all positions that are not publicly advertised.

So why does the hidden job market deserve more of your attention than the job boards? Because pursuing a role in the hidden job market significantly lessens your competition.

Rather than being one of 250+ applicants, you'll compete in a smaller talent pool and boost your chances of getting noticed. These perks will help you advance to the next round and land an interview.

Let's dive into some strategies you can put into action right away.

RESEARCHING GROWTH OPPORTUNITIES

Targeting growth companies means looking for companies experiencing growth or change in the form of moves/mergers/new product launches. These all represent opportunities for job seeking WITHOUT competition.

GOOGLE NEWS ALERTS

This is a really handy tool to uncover and track industry and geographic growth using keywords. Set up weekly Google News Alerts as follows:

Example: "Industry + growth companies + Location" Or: "Company Name + growth"

Other keywords to try:

- "Your industry or city +"
- Mergers & Acquisitions
- Growth companies
- Growth industries
- Fastest-growing industries
- New Corporate Appointments
- Companies + Awards

CONTACT THE DECISION MAKER

When you learn of something interesting to you, print out the article, attach your cover letter (tailored with a new first line such as: "Congrats, I was just reading about your projected growth in this article. Are you looking for someone to help you do XYZ?") and send directly to a decision maker (ideally someone quoted in the article.) This is a flattering way to approach someone and puts the focus on the company and their particular situation.

ONLINE & SOCIAL MEDIA

Social media sites play an important role in today's job market. 80% or more of recruiters use LinkedIn and 65% use Facebook. They each have their place in an effective job search.

■ LinkedIn offers value if you engage.

The value of LinkedIn lies in engaging. Invest 10-15 minutes a day liking your connection's posts, offering thoughtful advice, or sharing industry insights.

■ Twitter helps you find recruiters.

Executive recruiters/search firms post their openings on Twitter. Research recruiters and search firms in your industry and area. Follow them and engage with their posts.

■ Facebook is a job hot spot.

Companies are turning to Facebook to post openings. Follow target companies on Facebook. Share your search goals with your connections and ask for referrals/recommendations/advice/tips.

■ Include online groups.

Touch base with your groups on LinkedIn, Facebook, or other sites. Ask for referrals, recommendations, tips, or advice from fellow members. People are willing to help!

“IF PEOPLE ARE DOUBTING HOW FAR YOU CAN GO,
GO SO FAR THAT YOU CAN'T HEAR THEM ANYMORE.”

– MICHELE RUIZ

DAILY JOB SEARCH ACTIVITIES

You may not have hours every day to invest in your search. Below are activities that you can do based on the time you have available.



It doesn't take hours a day to touch base with your network or conduct research on your target company.

Small daily actions add up towards major progress.

We tend to feel productive when we're applying to jobs because we can quantify those efforts, but many times it's the networking efforts that are harder to quantify but lead to more results.

The more you engage with your connections on LinkedIn, the more they will see your name and become familiar with your personal brand. I recommend commenting often as consistency is a pillar of personal branding.

5-MINUTE ACTIVITIES

- Like 3 posts on LinkedIn
 - Check a recruiter's Twitter feed
 - Send a thank you email
 - Comment on a LinkedIn post
 - Send a connection request on LinkedIn
-

10-MINUTE ACTIVITIES

- Email a network contact
 - Write a LinkedIn status update
 - Like a target company's LinkedIn page and comment on a post.
 - Find employees from a target company on LinkedIn
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30-MINUTE ACTIVITIES

- Write a LinkedIn article or newsletter
- Comment on 5 people's posts
- Write a networking email
- Follow up with a network contact
- Follow up on an application by sending the hiring manager a note on LinkedIn.

JOB SEARCH CHECKLIST

A job search is more than applying to positions online. To be successful you need to diversify your job search by including different strategies and activities. Try a few of these for a well-rounded job search.

- Schedule and participate in informational interviews with others in your industry.

- Spend only 20% of your time applying to opportunities on LinkedIn and online job boards.

- Locate decision-makers on LinkedIn and engage with their posts. Try the company page search feature.

- Mail decision-makers a copy of your value proposition letter. You can find the hiring manager on LinkedIn or the company website.

- Prepare for interviews by reading books, working with a coach, or working through practice questions.

- Practice salary negotiation, especially if you're not comfortable with it.

- Increase conversations with your network. Try the 5, 10, and 30-minute daily activities mentioned previously.

- Before applying online locate the decision-maker and see if you can connect on LinkedIn, via email, or by sending your resume in the mail.

- Reach out to your college alumni association to enlarge your network of contacts. Or try the alumni tool on LinkedIn. Alumni are 3x more likely to help you.



CREATE AN EMPLOYER TARGET LIST

A job search is made up of passive strategies and proactive strategies. The more proactive you are in your search the quicker you'll see results. You can be more proactive in your search by reaching out to employers.

THE #1 PROACTIVE JOB SEARCH STRATEGY

Create an employer wishlist that contains 30-40 employers that you want to target.

Begin by searching for any connections you have in your network or on LinkedIn within that company.

Start a conversation with your connections, request an informational interview, or send them a networking letter. Engage with their posts.

Follow-up with your connections often to update them on your job search. Don't forget to ask for anyone else that they may recommend you speak with about opportunities within the company.

- **Create a target list**
 - Include 30-40 employers
 - Research culture, fit, and industry
- **Look for connections**
 - Ask your network for information
 - Search your connections on LinkedIn
- **Ask your connections for:**
 - Information, advice, tips
 - Referrals or other connections
- **Schedule informational interviews**
 - Ask what it's like to work there
 - Ask who else you should connect to
- **Follow-up with connections**
 - Update them on your progress
 - Ask for others you could connect with too.



**SOMEWHERE SOMEONE IS
LOOKING FOR EXACTLY WHAT YOU
HAVE TO OFFER.**

-ANONYMOUS



HI THERE, I'M JESSICA



Most days you can find me sharing career advice on LinkedIn, helping job seekers navigate the maze of today's modern job search, and loving on my family of 8.

I'm mostly known for being an executive resume writer, the CEO of Great Resumes Fast, and the #1 Top Voice on LinkedIn for 2020. My husband refers to me as superwoman because I juggle family, work, homeschooling, and life every day. But I'm really just your everyday multi-passionate mom. I love serving the world by teaching job seekers what employers want on their resumes, cover letters, and LinkedIn profiles. The things I'm most passionate about in life are loving my family well, keeping Jesus first, helping others grow their careers, reading (a lot!), fitness (kickboxing, running, and yoga especially), and lifelong learning (I'm a nerd at heart).

I serve mid- to senior-level job seekers who need help conveying their value and accomplishments to employers. I am blessed to equip them with the best tools they need to make their next career move with confidence.

As an executive resume writer, I've been featured on CNN, Forbes, Time, Money, USA Today, and Fortune, and honored as a LinkedIn Top Voice. When I'm not saving the world one resume at a time you'll find me on a nature walk with our six kiddos or studying for my master's degree. Still here? Let's connect! Check me out online below.



linkedin.com/in/jessicaholbrook



[@greatresumesfast](https://www.instagram.com/greatresumesfast)



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REACH OUT FOR MORE INFO

Making a career move requires patience, perseverance, and positivity but it also requires a solid job search strategy. If you utilize the strategies I've shared in this guide along with applying to positions posted online you will make your next career move faster. We are cheering you on!

Need help conveying your value in interviews? Book a consultation or request more information.

[CONTACT US!](#)

