

HIDDEN JOB SOURCES

Read the business sections as well as the want ads to help you yield job opportunities from news items in newspapers and magazines. These are excellent "hidden" job sources that are limited only by your imagination and initiative.

Here is a list of possible subject areas you might review:

- Acquisitions
- Business briefs
- Calendar
- Career changes
- Change in company direction
- Company news
- Deaths
- Divestitures
- Executive profiles
- Expansion of office space
- Fast growth of sales or profits
- Increased costs
- Increasing business problems
- Large contracts
- Large price changes
- Letters to the editor
- Lower sales or profits
- Major loans
- Marketing
- Media
- Mergers
- Need to conform to government regulations
- New building construction
- New hiring in senior management positions
- New product lines
- New products
- Patents
- Product announcements
- Regular advertisement for products or service
- Relocation
- Resignations
- Retirements
- Shift in management outlook or style
- Shift of control from one function to another
- Stock offerings to raise capital
- Transfers
- Turnover in key personnel
- Weakening business activity
- Who's News or Who's Who

THE MARKETING TOOLS

Statistics show that up to 80 percent of all new jobs are found through networking. Getting a job will depend upon your networking skills. It's going to be more and more difficult for job seekers to meet the people who can actually hire them. You must become visible within your profession, therefore, networking should be a major area of your job searching strategy.

The important thing to remember is that all leads are worth pursuing. However, your purpose is not just to get a lot of leads; you want to get qualified leads that will move you forward to getting an interview and a job. Not every lead will turn out to be productive, but you will never know unless you take the time to find out.

You need to keep some record of your job search, a networking notebook. It might look something like this:

Information Sources

Who knows the most about my field?

Who do I know who can put me in touch with that person?

Who has information I can use to build my skills at home or at work?

Who can provide guidance in solving problems or help me figure out what my next action should be?

Support Groups

Who are the people around me that are "in the same boat?"

Have I done any favors for friends? Who are they?

Are there any friends with whom I really enjoy exchanging ideas and experiences?

Future Possibilities

- | | |
|----------|-----------|
| 1) _____ | 6) _____ |
| 2) _____ | 7) _____ |
| 3) _____ | 8) _____ |
| 4) _____ | 9) _____ |
| 5) _____ | 10) _____ |

Who are the people I would like most to meet? (Someone I heard speak at a conference, someone a friend or colleague spoke of, etc.)

How can I get in touch with these people?

Are there any clubs, organizations, or associations I can join that will put me in contact with the kinds of people I want to meet?

List 25 People That You Could Network With

Most people find jobs through networking. Below is a list of people who can help you. Write the names of these people in the spaces provided. Remember to ask each person the three key questions: Don't be shy or embarrassed. Most people are flattered when asked and are eager to help.

- 1) Do you know of any openings for a person with my skills?
- 2) Do you know of someone else who might know of such an opening?
- 3) Do you know someone who knows lots of people?

Alumni	_____	Former Boss	_____
Associations	_____	Friends	_____
Aunts	_____	Godparents	_____
Banker	_____	In-laws	_____
Barber	_____	Lawyer	_____
Beautician	_____	Minister	_____
Charities	_____	Neighbors	_____
City Officials	_____	Parents	_____
City Workers	_____	Politicians	_____
Classmates	_____	Postman	_____
Cleaner	_____	Repairmen	_____
Club Members	_____	Retailers	_____
Competitors	_____	Siblings	_____
Cousins	_____	Spouse	_____
Co-Workers	_____	Suppliers	_____
Customers	_____	Tailor	_____
Delivery Men	_____	Tax Preparer	_____
Doctor	_____	Teachers	_____