

## 7 How to Find a Job

**FACT !**

Of all the employment positions available only 20% are advertised on the *open market* (newspapers, job search sites etc).

That leaves a whopping 80% that most jobseekers don't know exist let alone apply for.

Your chances of securing employment will really increase if you can access that 80% - *the hidden market*.

The Open employment market:

- ⊙ Newspapers.
- ⊙ Job network providers.
- ⊙ Internet-touch screens.
- ⊙ Employment agencies.
- ⊙ Staff wanted in store (business) windows.
- ⊙ Government vacancies.

The Hidden employment market:

- ⊙ Yellow pages.
- ⊙ White pages.
- ⊙ Word of mouth.
- ⊙ Family.
- ⊙ Friends.
- ⊙ Previous co-workers and associates.
- ⊙ Phoning potential employers.
- ⊙ Talking to potential employers in person.
- ⊙ Writing to potential employers.
- ⊙ Members of your club, church etc.
- ⊙ Work experience.
- ⊙ Voluntary work.

**The more of these markets you use the sooner you will find employment.**

## Work for you

Here is how you can access all the job markets:

### Open market-20%

<b>Newspapers.</b>
Search for suitable positions as soon as I get the paper.
Phone for more details-find out managers name and more relevant information.
Send cover letter with resume ASAP - Phone later to see if received.

<b>Job network providers.</b>
Find out the Reverse marketer/Employment/Placement consultants- Tell them type of work you want. Your skills/experience/strengths etc - Show them you are highly motivated and reliable - Give each copies of your resume.

<b>Internet-touch screens.</b>

<b>Employment agencies</b>

<b>Staff wanted in store (business) windows.</b>

<b>Government vacancies.</b>

Work for you

Hidden market-80%

Yellow pages.

White pages.

Word of mouth.

Family.

Friends.

Previous co-workers and associates.

**Work for you****Hidden market-80%****Phoning potential employers.**


**Talking to potential employers is person.**


**Writing to potential employers.**


**Members of your club, church etc.**


**Work experience.**


**Voluntary work.**


**Other.**


**Other.**
