




# 7 step

# Finding the Hidden Job Market

## OBJECTIVES

-  Locate the Hidden Job Market
-  Network with the Hidden Job Market
-  Telemarket Yourself

## Overview

It is said that more than 75 percent of all jobs are never advertised (Farr, *The Very Quick Job Search*, p. 35). This is the hidden job market. In this step, you will teach your student trainees how to locate and tap into that hidden market by networking and telemarketing themselves.

### REVIEW

- Review, repeat, and reinforce the rules of the worksite.
- Review, repeat, and reinforce material from Step 6.
- Review, repeat, and reinforce the objectives for the day.
- Ask several student trainees to list their power words.



***Remember, you are in a worksite setting!***

Hello, trainees. Today we will cover the hidden job market.

But before we look for the hidden job market, let's take time to organize our job search. These are the things we need before we start our job search so that we are prepared for every opportunity to get an interview.

# Preparing for the Job Search

- ✓ **You need a calendar:** Have it with you at all times, even when you are making telephone calls. A black pen is a good idea, too.
- ✓ **Your Social Security card is a must.** Just knowing your number will not do for hiring. If you cannot find your card, go to the Social Security office and apply for a new one. They will issue you a certification statement until you receive your card. There is no charge for this service.
- ✓ **Picture ID is required,** so make sure you have it with you and available at all times.
- ✓ **Your proper address, ZIP code, and telephone number** with the area code should be firmly in your mind or at your fingertips.
- ✓ **Your six power words** should be right in front of you.

Now you are ready to explore the hidden job market.

## CASE STUDY

Billie wants a job, but she's not sure what she wants to do. She enjoys helping people, and most people tell her she's a natural caregiver.

But what if she finds she doesn't like being a caregiver? And what businesses need caregivers? And how will she find an opening? Billie needs some answers before she starts her job search.

1. What should Billie consider?
2. What choices does she have?
3. How can she handle the situation?
4. What would be some good ways for Billie to find out about caregiving jobs?

# Finding the Hidden Job Market

**It is said that 75 percent of all job openings are never advertised. If this is true, then we have to find that hidden job market. Is it really hidden, or do we just not know how to find it? Let's list some of the places we look for advertised jobs.**

Encourage group discussion. Write the trainees' suggestions on the board. When they have finished suggesting places, check the list and be sure it contains the following items:

- ✓ Newspaper help-wanted ads
- ✓ College placement centers
- ✓ Vocational school placement centers

- ✓ Company job placement boards
- ✓ Federal building job posting boards
- ✓ State building job posting boards
- ✓ Job services
- ✓ Company job lines

**These are places where you can check advertised job openings regularly. But where do we find those hidden, unadvertised job openings?**

**Professional job placement services find them every day. So can you, if you have the know-how.**

Illustrate the following information by drawing a pie chart on the board and showing percentages.

- ✓ About 25 percent (or one-quarter) of the people who get hired become known to the employer before a job opening exists.
- ✓ About 25 percent (or one-quarter) find out about the opening from insiders, or people at the company, before the job opening is announced.
- ✓ Another 25 percent (or one-quarter) who get hired hear about the opening after it has been announced in-house but before it is advertised.
- ✓ So about 75 percent (or three-quarters) of all jobs get filled without being advertised on job boards or in newspapers.

**The number one way people get jobs is through personal referrals. In other words, someone they know refers them for the job.**

**Let's talk about this and what it means to you. How could you contact an employer directly?**

Encourage discussion and then summarize and review the information.

**One way of contacting an employer directly is to call and ask for an informational interview. Ask the employer if you could come in and talk to him or her for a few minutes to ask questions about the company and jobs. Tell the employer that you are a student gathering job information. You stand a good chance of getting an appointment since you are a student.**

Have the trainees look at worksheet #26, "Making Direct Contact." Review the worksheet with the students.

**Another way to contact an employer is to do a "cold call"— or just drop in and ask to speak to the hiring person. Then leave your resume (or JIST Card) with that person. Send a thank-you note to the person you speak with, and then follow up with a phone call in a week or so.**

**Keep a list of where you have been and who you have talked to. Worksheet #28 is an employer contact sheet that you can use to keep track of this information.**



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## Activity 1

### 20 MINUTES

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**Let's make a list of companies we might talk to in our area. Break into pairs or groups of three and share ideas and names of companies.**

Allow five minutes for students to make their lists.

**Now let's discuss how you can get information from insiders. Insiders are people who work for a company or people who have a relative who works for a company. Where would you find these people?**

Allow discussion. List some of their answers on the board.

**Now let's make lists of people we might talk to and where we might find them. For example, put family members and friends on your lists. You should also list members of your church or any groups you belong to. Again, break into pairs or groups of three and share ideas.**

Allow 10 minutes for them to make their lists.

**This method is called *networking*.**

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# What Is Networking?

**What is networking? It is just what it sounds like. It's like casting a net on the river to catch fish, but in this case you are casting a net to catch job leads. How do we cast our nets? We talk to as many people as we can and let them know we are looking for a job. We will start with our lists of people to talk to. *You are going to be surprised at how many leads you catch in your net!***

**I'll give you an example of how networking works: Say I am home and the phone rings. It's my uncle, and he wants to talk to my mom. He says, "Hi, how are you?" I answer, "I'm okay. I'm looking for a job. Do you know anyone who is hiring?"**

**After my talk with my uncle, I decide to go to the store. On my way out, I see my next-door neighbor. She says, "How are you today?" I say, "I'm okay, but I sure wish I could find a job. Do you know anyone who is hiring?"**

**That is networking, telling people you talk to that you are looking for a job.**

Have students turn to worksheet #26a, "My Networking Groups." Review this worksheet with the students in class or assign it as homework.

## CASE STUDY

Jamal and Zach are buddies who hang out together most of the time. Both are looking for jobs in commercial art. Jamal checks the want ads every morning and sets up many appointments. But most of the jobs are not what he had expected from the ads, and the competition is fierce!

Zach doesn't look at the want ads at all. But every time he and Jamal go out, Zach tells everyone they meet that he is looking for a job. This annoys Jamal a lot, but Zach won't stop.

In a few weeks, Zach lands a good entry-level job in the advertising department of a large company. Jamal cannot believe it. He says Zach got the job by pure luck, because he knows Zach didn't do anything to land the job.

1. What should Jamal consider?
2. What choices did he and Zach both have?
3. How could Jamal handle the situation?
4. Was Zach just lucky?

**There are several resources available at the library that will give you information about companies that may hire people with your qualifications:**

- ✓ Business-to-business directories
- ✓ *Contacts Influential Directory*
- ✓ *Standard Industrial Classification Codes*
- ✓ Professional organizations (listed in the Yellow Pages)

**In addition, the business section of the daily newspaper gives information about new and growing companies.**

**However, do not depend only on job fairs, newspaper ads, job board postings, or job postings on the Internet. These are all good sources of job leads, but do not depend on these leads alone.**

## Search for Jobs on the Internet

**If you have access to a computer, use every job search site you can. If you do not have access to a computer, many libraries have free Internet access, and the librarians can help you.**

**Your state and the Department of Labor have job postings. Your favorite radio station's Web site probably has employment links, too.**



**You can search for jobs and job search sites by putting “employment” in any search engine. (To narrow down the search, you may also have to include the name of your city and state and a key word or two describing the job you want.) Private employment agencies have Web sites with all their job postings as well.**

Have students turn to worksheet #27a, which gives examples of some job search sites. Assign the worksheet as homework or go over it in class if Internet access is available.

## Contact Job Leads

**The number one way to get a job, especially in a tight job market, is networking. Ask everyone you know or come in contact with if they know anyone who is hiring.**

**If you get a lead, try to find out if you know someone who works at the company or if you know someone who knows someone else who works there.**

**If you belong to clubs, church, or organizations, ask the members if they know of anyone who works at that business. Tell them you have a lead on a job at that company.**

**When you find someone who knows of a contact within the company, ask permission to call that person about the job opening. Ask the person you know if you can use their name to introduce yourself. Take a look at worksheet #27. It has a script that you can follow when you call a company.**

**Digging out the hidden job market takes time, but remember that hundreds of people are looking for jobs.**

**You can be just as competitive as anyone else who is looking for a job. You just have to know where to look and be job-hunting smart!**

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### Activity 2

10 MINUTES

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**Now that you know where to look for possible job openings, it's time to plan your job search.**

Have students turn to worksheet #28, “Employer Contact Worksheet.”

**We've already made lists of companies we want to contact. Transfer the companies on your list onto worksheet #28.**

For each company, list the company name, the phone number, the company's size, the name of the hiring person, any openings available, the person you contacted, and any call-back information.

Now that you have your business contacts in order, it's time to put your own vital information in order. You need to have this ready in case you get to talk to the hiring person the first time you call. The most convenient way to have everything at your fingertips is to have your properly completed application form in front of you—the one that you filled out in the last session. That way you will have all the necessary information that you may be asked for.

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## Activity 3 (Optional)

20 MINUTES

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Review worksheet #28a, "Telemarketing Script," with the students.

Here is another method of reaching employers. Professional telemarketers make a living using a telemarketing script. They use it because it works. If it can work for professionals, it can work for you. It just takes practice and know-how. Practice your script. Try to be natural. Speak clearly and use your own telephone style. It is helpful if you practice your script in front of a mirror. You will find yourself performing, smiling, and speaking clearly. Practice until you feel comfortable with the script.

Have several students read the script, filling in their own information.

Now you know your script. It is time to go to the second part of telemarketing. You must memorize and express clearly the six words that describe you—your power words: two principles, two interests, and two skills.

Your power words are very important. They are the words that will push the employer's hot buttons and possibly create a job opening.

Remember, telephone skills can be improved with practice.

You have no visual contact with the people you are calling; you are simply exchanging words. Words are tools you can use to help get the answers you want. This is not as hard as it seems. Professional telemarketers make a living by following a script made up of the right words to give them the right answers.

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**Activity 4**  
**5 MINUTES**

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Hold up an envelope for the class to see.

**I have an envelope with a card inside on which I have written a word.**

Turn to one student and ask, “Can you honestly look me in the eye and tell me the word I have written on the back of the card inside this envelope?”

The student will answer no, of course not. Turn to another student and ask them the same question. The answer will again be no.

Take the card out of the envelope and show the word you wrote on the back: The word is “NO.”

**The key word here is “honestly.” You see, just one word can make a difference in the answer. So follow your script!**

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Refer to the pretest. How many students answered question 12 with an E or G? Is their assessment accurate?

## Sum It Up



**You see, trainees, you can get the answer you want if you know how to ask the question *right*—not just ask the right question, but ask the right question *right*. You can do this as easily as a professional telemarketer if you practice know-how. You are job smart!**