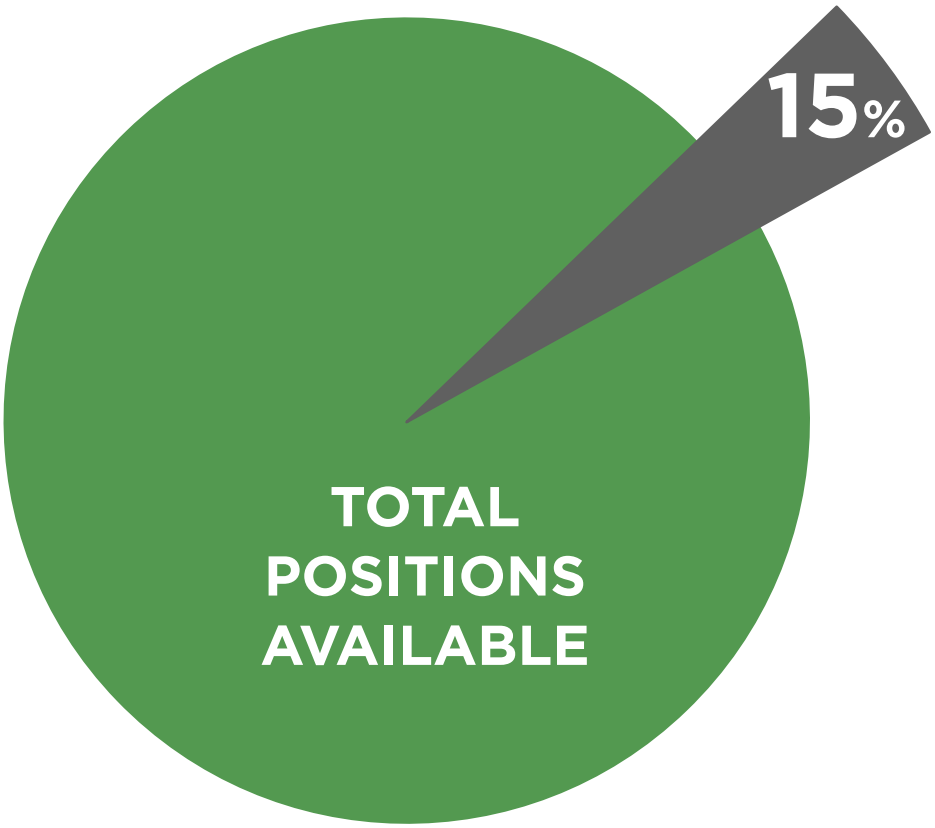
Step 10:
Finding the Most Job Openings

Ask 10 of your friends where they found their last job and chances are some will tell you job boards or employment services. However most will tell you somewhere else, and that is an indication of where you should spend most of your time during a job search. You should absolutely set up some saved searches, job alerts, and apply to jobs on-line. Those resources are effective, but they are 15% of the total job opening market. The other 85% of the job opening market is not advertised. This means 85% of your time should be spent directly reaching out to target employer department managers, interacting with your network, and researching the hints that indicate unadvertised jobs.



of the total positions are advertised:

- General job boards: Monster, LinkedIn, and CareerBuilder
- Niche job boards such as DICE
- Aggregator job boards such as Indeed and Simply Hired
- Company career pages
- Jobs on discussion sites such as LinkedIn Groups
- Classified ads such as Craigslist

Finding the remaining 85% Unadvertised Jobs

- Check your Target Employer's web site for a careers page.
- Follow their LinkedIn page for employees that have left, news of new projects. Employers do post jobs in their updates.
- Check your LinkedIn connections to see if they know anyone in the company they can help introduce you to for "Networking." Then sell yourself in your own words when you get the intro.
- Share the company with your AppleOne Hiring Advisor to see if they know anybody in the organization or have any insider tips.
- Find the person in charge of a likely department (see *Google Search Tips* on page 25) and call or email to introduce yourself and what you can do.
- Internet search such as Google Ads.
- Referrals such as Facebook and Twitter connections.