

## HOW TO UNCOVER THE HIDDEN JOB MARKET

1. Do Direct Research on companies that interest you
2. Read Newspapers (the whole paper – not just the want ads)
3. Ask for Referrals from your network of Personal, Business & Social Contacts
4. Check out College Placement Offices and Alumni Associations
5. Join Professional Associations
6. Make Job Fair Contacts
7. Find Trade & Business Magazines in Your Field
8. Explore Internet virtual communities (e.g. Google Circles, Twitter)
9. Target Companies that interest you and spend time on their Websites
10. Become a member of Job Clubs such as Experience Unlimited
11. Use Social Networking sites such as “LinkedIn” ([www.linkedin.com](http://www.linkedin.com) )
12. Initiate conversations with strangers while out and about
13. Join a Networking/Job Support Group through a church or other group
14. Find and join an interest group on [www.meetup.com](http://www.meetup.com)
15. Contact companies that hire people that do what you do
16. Contact companies that do what you want to do
17. Visit coffee shops near where you want to work