



Secrets

of the Hidden Job Market

HOW TO GET HIRED

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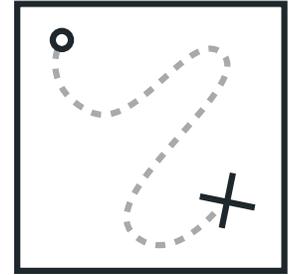
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Ryan Kahn is a nationally recognized career coach, television personality, speaker, and author. His work has helped hundreds of thousands of job seekers over the years, and he has personally placed more than 2,000 professionals into some of the world's most competitive companies including Google, Disney, Nike, Apple, NBC Universal and many more.

Kahn is also a founder of The Hired Group, which has been recognized by Forbes as one of the "Top 100 Websites For Your Career." Additionally, Kahn was the star of MTV's 20-episode series "Hired," working with recruiting officers & personally selecting and coaching young candidates for high-profile, highly-competitive jobs. He is the author of "How To Get Hired" and "Hired! The Guide for the Recent Grad." Kahn's been praised in over 200 media outlets including *The Wall Street Journal*, *USA Today*, and *The Huffington Post*.

Secrets of the Hidden Job Market

What if I told you that the job you've been dreaming of was yours for the taking? If you've been on the emotional roller coaster of a job hunt recently, you're probably pretty skeptical. Maybe you've felt inspired by the prospect of a new opportunity, convinced you were the perfect fit – only to never hear back or find out that the job was filled before it was even posted. You feel disappointed and frustrated.



You're not alone.

One of the things that I'm most proud of in my life has been helping people follow their passion. I'm doing what I love and helping others to do the same. I've personally coached and placed over 2,000 people in their dream jobs – and am adding more to that number every day. How do I do it? Tapping into the hidden job market.

80%

of jobs are landed through internal promotions or personal recommendations*

Most job seekers will never even know these opportunities exist, or if they do, they'll lack the tools and resources to take advantage of them. I'm going to share my secrets with you on how to find – and secure – the jobs that no one else knows about, but everyone wants.

Imagine this scenario. You're a hiring manager trying to fill a position. You have two piles of resumes on your desk. In one pile, you have a stack of 100 resumes from qualified candidates that applied online. In the other pile, you have five resumes from candidates who were personally referred by your colleagues. Which pile would you tackle first?

It's only natural for hiring managers to start with candidates who've already been vetted. As a result, job seekers who rely solely on online job postings are only tapping into a small percentage of the available job market.

It's no secret that employers prefer internal or referral hires. And that's not a bad thing – you want to work for an organization that provides career advancement opportunities and promotes from within. But, if you're trying to get your foot in the door and don't already know someone at the company you're interested in, pursuing an opportunity there may feel like a lost cause.

Well, you're in luck.

In the following pages, I'm going to give you the insider information on tapping into the hidden job market. I'll show you the best way to access jobs you didn't even know existed, step-by-step. I'll also show you how to find the right people at the right companies, get their contact information, and build a relationship.

A word of caution: if you're looking for a quick way to land a job, this technique isn't for you. This is a long-term, proven strategy to secure a dream career. You're going to have to put in the time, effort and dedication. But, if you're ready and willing, the payoff is real.

Ready? Let's get started!

*Based on data from U.S. Bureau of Labor Statistics, ABC News, Forbes and Business Insider.

Step 1 - Identify Opportunities

Companies are more likely to hire candidates that were recommended to them, so it's no surprise that relationships matter. I like to say it like this:

Network is Net Worth

Looking for a job is hard enough if you go about it on your own. But if you spend the time to develop solid relationships and connections, you'll be able to move mountains by building an army to help and support you in the job hunt.

One tool I like to use is a "Hit List." This is an essential first step to help you discover your hidden network and the hidden job market. To get started, draft your list in a spreadsheet, or the old-fashioned way, with pen and paper. Divide your list into two columns.

In the first, you'll list 10 to 20 companies that you'd love to work for. Only have one dream company in mind? I'd encourage you to think about what are the aspects of this company that appeals to you. Is it their culture, their product, their location, or even their reputation? Why do you want to work there? Spend some time finding other companies that may also offer you these same aspects. This is a key concept in finding the hidden job market – you may discover that your dream job isn't actually with your dream company. Keep an open mind, do your homework, and build out that list.

In the second column, include the names of each person that you know that works at each company. Aim to have at least one contact at each company. If you don't know anyone at a particular company, or if you only have one contact, don't worry. Those blank spaces on your list are now your opportunities.

Hit List

<u>Company</u>	<u>Contacts</u>
<i>Google</i>	<i>Matt</i>
<i>Nike</i>	<i>Amitesh</i>
<i>Amazon</i>	_____
<i>Disney</i>	<i>Whitney</i>
<i>Apple</i>	_____
<i>Tesla</i>	_____

These are the opportunities for you to strategically build and strengthen your professional network. Taking the time to fill in these blanks will get you one step closer to getting your foot in the door at these companies. Once you've completed this technique, you should have 10 – 20 "insiders" that will allow you to tap the hidden job market.

Step 2 - Locate New Contacts

Now that you've identified the companies that may interest you, you'll need to do some homework to find the best contacts. These can be found just about anywhere, which can make the task a little overwhelming.

To start, we're just looking for people who work at the target company. They don't have to be the hiring manager for the exact job you're striving for—they don't even have to be in the right department. If they are, that's great. All you need to get started is just a contact. Remember, an internal recommendation from a trusted co-worker goes a long way towards getting hired, even if they aren't someone in the same department.



Where to look

Even if you're just getting started, you already have a built-in network that you've developed through family, school, and work experiences. Start with the people you know first, and expand out to start getting closer to your dream company.

- **Existing relationships** – The fact is your friends want to see you be successful and want to help, so you need to let it be known you are on the job hunt.
- **Mutual connections** – These could be people that you share a mutual friend with or are listed as a 2nd degree connection on LinkedIn. Take time to look through all of your 2nd and 3rd degree connections to see if any currently or previously have been at your target companies, even if not in the specific function you'd like to be a part of.

If your LinkedIn network is coming up short, try to find professional organizations or industry mixers that can help you grow your network. Even your alma mater can be a goldmine when it comes to job hunting. Reach out to former classmates, professors, and even alumni.

- **People you don't know (yet)** – These are the people that work at your dream company that you'd love to connect with, but you have no connection with at all. Traditionally these will be the least likely to help you out, but keep reading and I'll tell you how you can get them to help you get a job with their company.

Pro Tip

The best way your friends can help you is to make sure to be specific. For example, if you tell them you're looking for a job, they may say "Ok, I'll let you know if I hear of anything." However, if you give them a clear and specific action step, they'll know exactly how they can help you. For example, tell them: "I'm looking for a job in marketing at Google. Do you know anyone that works at Google?" If the answer is "No," that's fine. Then you can ask, "Do you know anyone that works in the Marketing industry?" Being specific will help them better help you.

Think big and small

As you go about this process, it's OK to go after a few CEOs and senior-level executives, but understand that they are getting hit up often with requests. Put your primary focus on contacts that might be mid-level or earlier in their career. If you think about it, they may have more in common with you and be more accessible.

Step 3 - Get Contact Information

Now that you've got your hit list filled out, it's time to start tracking down contact information. Some companies and individuals openly share their work or personal email addresses, while others try to keep them private.



There are a couple of ways to go about finding published email addresses.

Company websites

This may seem obvious, but is often overlooked. Search on the company's corporate page for specific names of people you'd like to connect with or function you're interested in joining. If it's a senior enough individual, try looking on the "Leadership" section of the website – or within investor or media information.

The best secret on LinkedIn

This is the simplest thing ever, but for some reason, I've found that very few people know about this trick or utilize it. Did you know that you have access to the personal email addresses and contact information of your connections on LinkedIn?

Yes, it's true. You can reveal and use the personal email address by clicking on the "Contact Info" tab of anyone you're connected with when using your desktop computer.



Because of this, you'll want to connect with the people that work at your dream companies. Once they accept your invitation, you'll then see their personal email address.

Pro Tip

When reaching out to your LinkedIn contacts, grab their personal email address, get off of LinkedIn and email them directly from your personal email account. You might be wondering why this trick is better than simply using "In-Mail" or LinkedIn's interface. The answer is pretty simple: How often do you think Angela Ahrendts, senior vice president at Apple, checks her LinkedIn account? Now, how often do you think she checks her personal email account? By contacting people through their personal (or even work) email addresses, you'll have a higher open rate. As a result, you'll see an increase in having your messages read and responded to.

Google

This is exactly what you think it is. Try plugging their name into Google with various combinations of:

"[name] email"

or

"[name] [company] contact information."

Some individuals will have personal or professional blogs with contact information, or share their email addresses publically via other social media sites.

Still no luck in tracking down contact information?

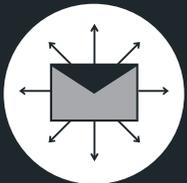
Fortunately, there are also several ways to get around an unpublished email address.



The educated guess

Just about every company has some public information available online that will contain an email address for someone at the company. Start with press releases or quarterly earnings reports. Often there'll be an investor or media contact listed at the end of these materials. If the email address is in the format of first initial, followed by the last name, you can make an educated guess that your contact's email address will also be in that format.

Once you have determined the format you can test it at MailTester (www.mailtester.com).



The blast approach

If you're not sure what their work email address is, type out all the possible email addresses combinations for their name into the BCC field in your email. Once sent, all the failed addresses will bounce back to you. However, the successful attempt will make it through to them! Of course, this won't work for everyone, but it's a quick and easy way to get started.



Email guessing programs

Another quick and easy way to get a lot of name possibilities is by using an online program to do the guessing for you. Guesser (www.guesser.email) is a good option that will give you all the possible combinations. This can also help you in "the blast approach" previously mentioned.

You may wonder why I would advocate spending so much time in tracking down email addresses when you could simply call a company's main number and ask to be connected that way. In today's modern work environment, my experience is that unless someone is expecting your call, cold calls are very poorly received and can even damage relationships. If your phone call is answered, you may not have the opportunity to share your story and the contact will likely be very wary of providing you with additional contact information.

The good news is that using the techniques outlined above, I've almost always been able to locate email addresses of target contacts with very, very few exceptions.

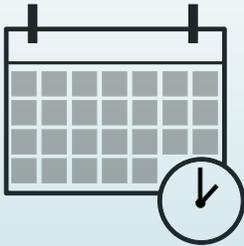
Step 4 - Find Common Ground

It's a fact that reaching out to a stranger is hard. And if you're on the shy side, it can be downright frightening. However, it's worth the temporary discomfort. Your dream job could be at the other end of an email, but it might take some courage to take that first step.

Keep in mind that there's a pretty good chance the person you'll be reaching out to will be receptive to your inquiry. Odds are you've identified that person because they are already connected to someone in your professional network. Now, we'll talk about ways to further your likelihood of success by finding additional common ground.

**"You miss
100%
of the shots
you don't take."**

-Wayne Gretsky



Think long-term

Developing quality relationships are a long-term commitment. Your goal is to develop real relationships, not just to get your foot in the door.

Like any relationship, developing a connection with a new contact will take time. If you approach your interactions with a new contact with the goal of developing a relationship, rather than getting a job, your message will be much better received. It will also help keep you grounded and patient, as this process could take weeks or even months.

For this first email, your objective is just to elicit a response. Something along the lines of, "Hey thanks!" or "I appreciate you reaching out," would be considered a big win.



Find mutual interests

After all of your research, you will no doubt have found a lot in common with your contacts. Try making note of these next to their names on your hit list to stay organized. Spend some extra time in reviewing their social media profiles, company profiles and seeing if you can track down information on any public community involvement. As you develop your initial outreach, you can pick out the topics you've discovered and are most interested in to start a conversation.

Pro Tip

A rookie mistake is to "ask" for something in your initial email to someone you haven't yet met. Be honest and upfront, but don't start off by requesting a phone call or coffee meet up. Instead, think of how you can "give" or add value to their life before asking for something.

If you're coming up short on specific interests, here are some additional ideas to build a rapport and find common ground:

Share an article

Check out their online presence. Maybe you notice on Twitter they are always posting interesting industry-related articles. Compliment them on it, and suggest a recent article you've read that you think they may enjoy.

Offer a service

Maybe there is something that you are skilled in that you can offer to them. For example, if you're a graphic designer, create them a personal logo in exchange for career advice or mentoring.

I've listed a few ideas above but feel free to use your creativity and intuition in establishing common ground with your contacts. Remember, every person and situation is unique, so you'll have to be creative to figure out what angle is going to work most effectively.

Sincerely compliment

Compliment them on their success or specific things they have accomplished. Why are drawn to add them to your professional network? The more specific you can be, the better. It's important when using this approach that you be genuine. If you're not impressed by something, don't say that you are. Lack of sincerity will do more harm than good.

Interview them as an industry thought leader

Generally, people want to help mentor and guide others. People also enjoy providing their perspective. Give them a chance to do both by offering to interview them for your industry-related blog or podcast. If you don't have a one, create it.

Write a report

If you're currently in school or taking classes, offer to interview them for a class profile assignment and then share the report with them once finished.

Step 5 - Craft the email

Now that you've got some solid information, it's time to start composing your emails. Keep in mind that the secret to composing a compelling introductory email lies in its content.

If you try to cook a fancy meal and follow the recipe to the letter, but use sub-par ingredients, chances are you'll get mediocre results. The same goes for your emails. You can have the perfect structure or template, but if the meat inside isn't your best work, it'll find its way into the trash.



Pro Tip

Customize, Customize, Customize. Templates are shortcuts. A common error I see are people creating a template that they slightly tweak and then blast it out to everyone. The more personalized you go, the more likely you are to getting a response.

Remember, these emails are a bit different than one you'd send to someone you know. Take these steps to craft an email that will grab the attention of your contact.

Compelling subject line

This is key. I'm sure the recipient of your email has an inbox filled with messages. We need your email to stand out from the clutter. You need your contact to open your email, so make your subject line compelling and relevant to each unique contact. Steer clear of generic lines like, "Job Openings?" Instead, find a hook in the subject matter that inspired you to write. Or, even better, reference something the contact has done recently that you enjoyed or admired.

Example:

When Robert was looking to get the attention from a top film studio executive, he knew he had to connect with him on a personal level. Here's the subject line Robert went with:

"When you were 22, did anyone ever help you get a foot in the door?" A subject line like this pulled the reader in and reminded them of a time when they were in his shoes. At 8:00pm Robert sent the email, at 8:06pm he got a response back which ultimately lead to a one-hour, in-person meeting and a job offer.

Draw your connection

Within the first two sentences, you should be able to tell your contact how you're connected, or why you're reaching out. This is where you will use the common ground you identified earlier. Show your contact why you're someone they should want to build a relationship with.

Avoid making an ask

Remember, this is about your contact at this point, not you, so avoid "asking" for anything, if possible. Make it beneficial for the contact to respond to you and be a part of your social network.

Keep it short

Your contact is no doubt a busy person, so be mindful of her time and get right to the point. You'll have plenty of chances to share later on when she's in your network. Networking emails should be no more than two to three paragraphs, and less than 200 words.

Example:

Subject: Unexpected fashion trends for 2017

Hi Rebecca,

I really enjoyed your recent article about emerging fashion trends for young professionals. The part that particularly stood out to me were your thoughts on color and how they give insight on someone's mood. I love this! I recently came across another article on "Unexpected Fashion Trends for 2017" that I enjoyed and thought you may as well: [Link].

I write about fashion often on my blog, so it's refreshing to get a new perspective from an industry expert like yourself! I look forward to reading your next article.

Sincerely,

Christina

Hitting send

Once you're confident that you've developed a compelling and concise email, there are a few final considerations.



Mind your spelling and grammar

This one is obvious, but so many candidates overlook minor spelling and grammar errors that can lead to a one-way ticket to the trash bin. If grammar and spelling aren't your strengths, don't worry. Use your spell checker and use an additional grammar checker like www.grammarly.com to make sure you aren't making any unforgivable errors.



Timing is everything

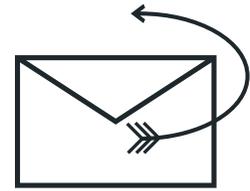
When sending your email, there are certain days and times that will increase your odds of your email being read and responded to. For example, for most executives Mondays are especially busy days, following up from the weekend, jumping from meeting to meeting, planning out the work week, and so on.

By sending your email then, your email is likely to get lost in the shuffle. Instead, try sending your email when your contact may have less going on. On a Thursday evening, for instance, it's possible the recipient will be at home, watching TV on the couch while casually checking their messages on their phone.

When you're confident every error has been caught, and that you've spelled every name correctly, it's time to hit send. This can be a little scary, but exciting as well. Just remember that this is a long-term commitment. Once you've sent your email, don't expect an immediate response and move on to crafting your next one. It could take time for them to respond.

Step 6 - Keep the Conversation Going

You got a message back from them, congratulations! This is when things get exciting. After all your hard work, you're starting to see it pay off. But, as you might've guessed, just because you got a response, that doesn't mean you have a free pass with your new contact. There are a few guidelines to developing your relationship that you should keep in mind.



Make it about them—not you (for now)

When someone finally responds to you, it's tempting to jump right to "the ask" but you should avoid this until you feel the time is right. Remember, this is a long-term relationship you're building. It's going to take some time to develop trust. One way to do this is to make your interactions more about them than you.

Engage them by asking questions about their career. You can even arrange an informational interview to learn more about your contact and the roles they've been in. Giving your contact the ability to share more about themselves is a great way to show your interest and let them tell you their life story.

Pro Tip

People like talking about themselves (especially successful executives). Psychology tells us that if someone tells you their life story and you are truly engaged as a listener, subconsciously it makes them like you more. The key is to care about what they are saying, don't interrupt and don't say anything, just listen.

Not getting a response

Some contacts will be eager to respond; others will take their time and still more won't respond at all. It's not unusual to need to go back to the drawing board to identify more contacts until you're able to find one to actively engage with. And that's OK. Not everyone will have the bandwidth in their professional and personal lives to be actively networking. The important thing is to remain respectful in all of your interactions. You never know when a contact will resurface!

Here are a few things you can do to politely "nudge" unresponsive target contacts.

- **Follow up** – Don't be timid to follow up. An appropriate timeframe is 7-10 days after your initial email. You can always send a short "Hi! I wanted to make sure you saw my email below. Thank you for your time." Don't send more than two emails. If someone hasn't responded after this, it's time to move on.
- **Keep it simpler** – Try shortening your email, making it easier to read and end it with a simple "yes" or "no" question at the end. By doing so it will make it far easier for them to read and respond. Someone will be less likely to respond if you're sending them an email with multiple questions or if the answer will take them longer than just a few minutes to type.

Step 7 - The Ask

The conversation is going great and eventually they'll realize, "Wow, I've been just talking about myself, tell me more about you?"

This is the moment you've been waiting for. It's your opportunity to share a bit about yourself and ask for their help. But it's important to remember that this is a favor, not a demand. While you may have developed a good rapport during your conversations, your contact doesn't owe you any favors. So when you make your ask, be sure to position it in a way that weaves in your discussions. By drawing a clear line between the introduction—and job—that you want, to your contact's experience and interests.

Try something like this: "I share your passion for the industry, and that's why I got so excited when I saw an opportunity with your company. I plan to submit my resume for consideration, and would be honored if you'd consider recommending me."

Be prepared with a copy of the job description, hiring manager's name and contact information, and any other relevant information that'll make giving you an "in" easy and painless for your contact. Your goal is to make them want to recommend you, not to feel obligated to.



Congratulations!



You've now begun to unlock the hidden job market. As you master the skills that you've learned in this course, you're not just getting a leg up on your competition; but you're developing lifelong relationships. What you're doing isn't easy, but you're well on your way to a career you love.

Remember this:

No matter how many times you fail or how slow you progress, you are still far ahead of those who aren't trying.