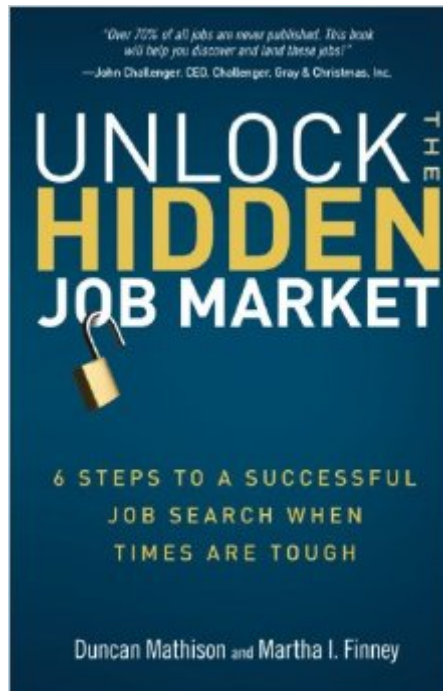


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# Unlock The Hidden Job Market: 6 Steps To A Successful Job Search When Times Are Tough



## Synopsis

More than 70% of today's job opportunities come through the "hidden job market": they're never advertised, assigned to search firms or internal recruiters, or displayed at job fairs. What's more, as employers cut recruiting costs, the proportion of "hidden" job opportunities is actually growing. And, since most jobseekers know practically nothing about it, those who do understand it have a powerful inside advantage. Now, two career experts reveal the hidden job market, and show how to use it to dramatically improve your chances of landing a job that fits your passions and skills perfectly. Duncan Mathison and best-selling author Martha Finney help you launch a custom, personal job search that avoids competing with thousands of desperate, laid-off job seekers. Learn how to: Use the hidden job market to leap-frog salary levels or even change professions Uncover hidden market opportunities, and your target employers' unspoken needs and wants Tell your story in two minutes, and make people want to know more Get the interviews that count, and run them like a pro Network without sounding phony, lame or desperate Reframe experiences, passions, and hobbies as "transferrable skills" Build a strategic support team of advisors Identify a "dead-ended" job search, and get it restarted Negotiate compensation for "hidden" jobs.

## Book Information

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## Customer Reviews

Times are tough for those in the current, highly competitive job market, and books that can provide innovative professional advice to aid them are invaluable tools. UNLOCK THE HIDDEN JOB

MARKET qualifies. In twenty-nine brief, functional chapters, the authors, Duncan Mathison and Martha L. Finney, lead the job hunter through a common sense plan for accessing unpublished, unadvertised positions. They make excellent use of bullet points supported by concise but complete explanations for a quick overview and further study. They conclude chapters with trinities of advice always captioned: "The best thing you can do:" "The worst thing you can do:" and "The first thing you should do:" These are followed by short case studies of someone's related experience. Among the most helpful sections is one that, in chart form, organizes side by side a set of examples of "Your Weakness Has Been Described As," "Organizations May Want to Hire You Because Your Strength Is," and "Keep Your Overused Strength from Hurting You by." In examining such "weaknesses" as "political missteps" and "failure to hit goals," the book demonstrates how to turn perceived problems into advantages. Also highly useful is the advice to replace, whenever possible, the resume (which tends to be used as a candidate eliminator) with a more flexible and collaborative instrument called a targeted opportunity profile (TOP). After explaining how to compile a TOP, the authors detail how to incorporate it into networking interviews. Also very valuable are the speaking script suggestions; they are impeccable examples of good sense, integrity, intelligent assertiveness, and professional behavior. Using them as a basis for formulating one's own telephone or in-person approach is highly recommended.

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