

Find Those Unadvertised Jobs: Here's how you do it!

Networking is the most effective way of finding the unadvertised or hidden jobs.

Employment Search surveys show that between 35% and 60% of all job changes occur as a result of informal discussions with personal contacts, usually called networking. Now you can tap into this most powerful employment search technique and find unadvertised jobs to suit you.

In this report I have included:

- ***Serious Business Networking***
- ***Networking Simplified (so anyone can do it!)***
- ***Midlife Career Change - What Can You Do?***
- ***Winning the Interview Game***
- ***Job Offers & Pay Negotiations***
- ***Unadvertised Jobs and Hidden Jobs: this is how you find them.***
- ***How to Set Up Network Meetings***

What is Networking?

- It's proven to be the most successful route at leading to jobs but you must follow the rules!
- It is a proactive route, but functions best when you create your own personal meetings agenda.
- Networking is very important for people who are over 40 and more senior candidates.
- It's a good way of gathering help, advice and information, as well as getting your name around in relevant circles.

- You can end up with having many pairs of eyes and ears working on your behalf.
- Your network can also be a powerful advantage to you once your new role is acquired.
- **It can be a great confidence builder.**

I know it sounds perverse but **don't** give the impression that you want them to offer you a job (when you really would like it) because it's all about expectations. If they think you expect too much, you probably won't get anything.

However if they have a job vacancy and they like what they see and here from you, a job offer or discussion may follow.

So let's go on now and I'll describe for you exactly what you have to do.

Serious Business Networking

By Peter Fisher

As they always say "It's not what you know, it's who you know."

Of course just knowing people doesn't necessarily get you the job, or the promotion, or the contract you wanted, but it certainly can help; so long as people don't think you are using them.

It's true that networking is extremely important, so finding new contacts is the key to your continuing success; you need to learn everything about networking meetings or events in your area.

Before you go to an event you should think about what you want to achieve. Who will be there? Decide who you would like to meet and what information you would like to take away. This will ensure that you remain focused and have a successful meeting.

Use your Capsule Profile from the 'Presentation Statements' that we discussed in the self-marketing section of the website. <http://www.your-career-change.com/personal-marketing.html>

You have about thirty seconds to get a person's interest or you lose your chance. Planning this beforehand is absolutely essential. You need to sell yourself before you can ask for the information or contacts you want.

Consider the impression you're making and don't repel people by your (bad) jokes or (bad) manners or the way you smell (tobacco, garlic or aftershave / perfume).

It isn't always easy to talk to people, but if you don't at least try you may lose out on an opportunity. Keeping a positive attitude and keeping smiling will increase the positive results. People enjoy networking with interesting, purposeful individuals.

Dress for Success <http://www.your-career-change.com/Dress-for-success.html> at a business networking meeting as you would if you were going to an interview or a meeting with your most important client.

If you spend all your time with contacts you've already made, you limit the value of the event; so the majority of your time should be spent meeting new people. Networking meetings enable you to expand your contact list if you use your time well.

Do your best to remember the new contacts' names; we only tend to hear our own name when introductions are made so repeating their name will help you to remember it. And they like to hear their own names. Furthermore people will be most impressed when you remember their name the next time that you meet.

Only collect a lot of business cards if you have good reason for each one and they allow you a follow-up action. Make notes on the back so you know where they came from and what follow up you intend to take.

Although it's crucial to talk about yourself, you don't want to spend all of your time explaining what you do. Find out what the other person does. People love to talk about themselves and it will give you time to understand them and how you may be able to help them. If you can help them, they will be more likely to help you.

With over 25 years running businesses; as a Career Coach and Consultant in many sectors; Peter Fisher is well placed to guide job seekers through the steps needed in order to achieve that all important new position.

He has personally coached thousands of individuals to career success. These years of experience are distilled into all the essential facts and actions you must complete in order to achieve your own success. He is very clear that you shouldn't be misled into thinking of "acing interviews" or "finessing" your way into a business; the most sustainable and fulfilling roles are gained through understanding your own specific needs and creating your strategy accordingly. <http://www.your-career-change.com/personal-marketing.html>

Networking Simplified

By Peter Fisher

Networking is all very well, you say, but what if I don't know the right people or I'm not really sure yet what I want to do?

It might be the most effective way of finding a new job but without some contacts you really are going to struggle. Naturally there are rules to follow when you start networking but before you get tied up with the rules, think about this:

The job you want will be determined by the skill analysis exercises you should have already done and by your heart-felt interests.

So start by thinking about your interest areas - what jobs might include both your interests and your skills. Let's say you're passionate about horses, but your skill-set is in financial management. Why not see if you could combine these two into a fulfilling occupation.

To find out if it's possible you need to speak to people who may know. These will be people who are already involved in the general area of activity that interests you.

But I already said I don't know anyone!!

In that case you must approach it as a different kind of project. What if you thought of yourself as a journalist writing a story about the workings of horse breeders or stud farms? You would need to identify people who are involved: feed suppliers, farm managers, the owners and breeders, financial advisors; even people who just ride for pleasure.

AS A JOURNALIST WRITING A PIECE YOU WOULD NOT THINK TWICE ABOUT CONTACTING THEM.

So act like a journalist and when you make contact you are not looking for a job or even going to be talking about yourself - ONLY your interest.

If the journalistic angle is difficult, why not consider yourself as an academic writing a thesis?

- Formulate your questions;
- Gather the information;
- Sort and re-order what you know;
- Draw your conclusions;
- Take action

Armed with your information, you can decide who then to approach to discuss your proposals which are drawn from your information gathering.

Don't forget you've already met these people so now you do know who to contact; you also know how things work from several perspectives, so you can put forward a case to use your skill in the area that most interests you.

Networking has rules that are no more than the strongest possible guidelines for your effective use of this most important of all job searching skills.

Learn the rules for effective networking here then start to put them into practice.

Peter Fisher is an expert Author and Publisher. He coaches and writes for people undergoing career change. Everything from deciding what you want to do and how to do it, by way of personal presentation to interview questions and answers are covered on the main website at <http://www.your-career-change.com>

For Career Management resources visit his consulting site at <http://www.career-consulting-limited.com>

Midlife Career Change - What Can You Do?

By Peter Fisher

In October 2006, a new European Union law will secure basic working rights for older workers in the UK and ease the pressures of midlife career change. Until then, however, employers will remain legally entitled to make people redundant for being too old, or to otherwise discriminate purely on the grounds of age. It is a sad fact that ageism and age discrimination will continue, albeit wrapped up as some other (spurious) reason for the discrimination, so older workers will have to be on the lookout when it comes to midlife career change. Instead of becoming defensive about your age, look on it as an accumulation of experience and wisdom. High on the list of your key strengths and accumulated wisdom is likely to be the ability to deal with adversity and deal with difficult people.

Presented in the right way, you can be an asset to any employer.

Although critics argue that legislation is long overdue and that employers need to ditch any prejudice over age sooner rather than later, increased life expectancy coupled with a pensions shortfall, means that many of today's over 50s are going to have to remain in work for longer than planned in order to fund their retirement.

So what does all this mean for midlife career change? Over the next decade and beyond, not only will older workers be in growing demand, they will increasingly be in need of the work. And this is going to require a major shift in attitudes from employers and employees alike. One of the major challenges facing more mature workers is that after years of discrimination and negative conditioning their confidence and self-belief can suffer.

Midlife career change then can be an option for most people, but it means you will have to work at it more than younger up-and-coming applicants. You must make more of your network of contacts, along with their contacts. People who know you directly or from a recommendation are more likely to consider your abilities and competence, than simply your age.

Although your skills and experience may be much greater than the person who interviews you, you will be perceived as more of an asset than a threat if you acknowledge their superior position; show how you will support them and help them to further their career. In other words by being the strong underpinning to their career growth, their own self-interest is served.

Have confidence in yourself but don't oversell or continually talk about how you used to do things; ask how your new firm approaches its tasks, then show that you are keen to contribute and support, NOT takeover and lead. Not yet anyway!

You can learn everything you need to know in order to make a successful midlife career change by referring to the material on my website or take a look at these career guides here: <http://www.career-consulting-limited.com/CorporateServices/career-guides.html>

When you have found one of those hidden jobs you will need to prepare yourself for a formal interview.

Winning the Interview Game

By Peter Fisher

First off, you need to understand that everything they want to know about you is in just 4 key areas:

- Why are you here?
- What can you do for us?
- What sort of person are you?
- Can we afford you?

So you must get yourself prepared for this. Examine each one of these areas and you can be (perhaps) even better prepared than the interviewer you face.

Why are you here?

This doesn't mean "why are you in this room?" it means what made you apply for this job? You have to show it's because you are interested in the job, the company, the challenge and the chance to learn and develop new skills; that and the fact that you are ready to move for such a great opportunity.

Above all you want the job and you are confident that you are right for it (but please don't be too cocky).

What can you do for us?

An employer is looking to buy results so you bring your experience, skills and achievements, as well as your desire to develop and contribute to a new team or department. Think back to your achievements and skills, and the results you got. But don't just hark back to what you used to do – think what you will be capable of in the future and how you will fill the role you want.

What sort of person are you?

Someone who has initiative and gets on well with others and is flexible in attitude to different ways of working; maybe you are a great team player, or a strong leader or you describe yourself as a loyal and conscientious person. What they really want to know is: will you fit in, or are you going to upset the existing team?

Can we afford you?

Salary negotiation is another issue altogether, but the point is you should have a feeling for what the remuneration is likely to be and show them that you bring value-for-money. If they put you on the spot to name a figure; shoot a little higher than you think they are prepared to pay, but say "the opportunity itself is more important than the actual salary".

That's all fine as a general background but now you've got to be more specific.

Put yourself on the other side of the desk – if you were doing the interviewing, what would you really want to know that would convince you to make a job offer?

You'd want to know more about those 4 key areas above wouldn't you?

So what you have to do now is write out your list of questions to explore those 4 areas as if you were the interviewer. This doesn't mean you should go easy on yourself; the more thorough you are the easier the interview becomes and the better your prospects of winning.

Make your list least 25 questions long and don't avoid that question - the one you don't want to be asked (you know the one don't you?) and then work out your answers.

If you need help with your answers or even your questions, Peter Fisher has prepared answers to 58 tough questions in the "Smarter Interview Guide" which is available by visiting <http://www.ebookdownloads.biz/top-interview-answers.html>

Peter Fisher is Managing Director of Career consulting Limited. More information about 'Winning the Interview Game' at <http://www.your-career-change.com/Interview-questions.html>

Job Offers and Pay Negotiations

By Peter Fisher

When you first get the job offer it will often be a verbal offer and is likely to be subject to taking up references and perhaps even a medical examination.

So never say you are accepting a job offer, or resign from your present job until you have received a formal offer in writing for the new position. Occasionally, after an interview, employers try to shorten their process by asking if you will accept the job there and then. It's flattering and gratifying to know they like you enough to make an offer but be very careful or you may find yourself caught out with no job.

You should be careful in your response and if you are interested say "I would like to accept it but please confirm your offer in writing" and I will then confirm with you.

A formal job offer should include all these points:

- job title
- pay
- benefits
- normal hours of work
- place of work
- holiday entitlement
- notice period

If something is not covered, you need to find out what it is as you will not be able to make your decision without this information. And don't wait until you start work to raise any outstanding queries. It will be far too late to discuss or negotiate anything else by then.

Check your job offer letter carefully against what you understood was being offered, and don't sign the acceptance letter unless you are fully satisfied with it. You still have time to raise any questions.

As the job offer letter forms the basis of your new contract, you need to be sure. And finally, don't accept the first job you are offered unless it's the right one.

PAY NEGOTIATION

At interview, it's too soon to get involved in in-depth discussions of money and perks unless you are sure that the company wants you rather than one of the other candidates — in other words, once they have offered you the

job. When you know they are prepared to 'buy' then you have room to start and negotiate.

KNOW YOUR NEEDS

Consider your current or last remuneration package — in other words, not only your pay, but things like benefits, pension, bonus, private health insurance, overtime payments, car loan and whether you have additional expenses because of the location of the new job.

KNOW THE MARKET

Use the internet to gather information so that you know the market value of someone with your skills. What are the industry averages for your level of responsibility and type of work?

KNOW HOW TO TALK ABOUT PAY

If you are pushed at an early stage to discuss your pay expectations, say that you would like to come back to this when you have more information about the job demands and responsibilities. Or you could give a very general indication of what your pay expectations are whilst confirming your interest and enthusiasm for the job.

If you are already on the market, beware of firms trying to get you below your market worth. You must be ready to justify why you are worth more — because of your skills and experience, and reassure them that you are not just looking for a stepping-stone.

If they ask you what you are prepared to accept always say: "I have an idea but what do you have in mind?" so that they name the figure first.

If the pay offered is lower than your expectations, start to negotiate. Start your negotiating with the salary itself and emphasise that whilst the pay is not as important as the opportunity and the challenge of the job, it is important; and then proceed to the benefits package. Be prepared to negotiate a compromise. If it looks as if you are not going to reach a compromise, make sure you still sign off on a pleasant note. They may come back to you later with a better offer or remember you favourably when a bigger job comes up.

Always aim to leave a positive image!

Unadvertised jobs and hidden jobs: this is how you find them.

Hidden jobs won't be found in job banks, search engines, job listings, and job guides although these are all useful tools in your employment search.

Statistics show that perhaps up to 60% of all jobs are found informally, so the unadvertised jobs are what you really need to uncover.

Let me tell you a (very) short story.

In 1994, I was ready for a move to bring me greater commercial exposure. The ads were non-existent, the agencies weren't helpful and I was 44 years old.

Being a good Career Consultant I knew I'd have to help myself.

So what did I do?

First off I thought "who do I know" that might tell me something useful or push me in the right direction. So I wrote down everyone I could think of.

Then I thought "what sort of business" would have the sort of job I wanted.

So I set about researching the type of firm that I thought would have the type of opportunity that I wanted, and it would be in the unadvertised or hidden jobs.

This task took quite a few hours of Library Research back then, but using the internet to research unadvertised jobs is so much easier now. You could even start by using the search box at the bottom of this page if you don't mind seeing one or two adverts as well.

When I had completed and researched my long list I next narrowed it down to a short list of 3 or 4 companies that looked interesting.

Having done that I then put my two lists together to see if I knew anyone working for or connected with any of my short-listed target companies - **And yes I did!**

After making one telephone call and setting up a network meeting with my contact that was on the list, I was able to arrange a meeting with the manager who was eventually to offer me the job I badly wanted.

And let me stress this to you. ***At no time was this job advertised!! It was one of those elusive unadvertised jobs!***

Not only did this turn out to be exactly the job I wanted, but the location was right and the salary and conditions excellent.

So the thing to bear in mind is that although not all jobs get advertised, they do all start somewhere – **if only in the mind of a manager who has a problem that needs a solution.**

In this particular case I made sure I was seen as being the solution. (*I found out much later that the manager who hired me already knew that the existing consultant in that area had decided to move on.*)

If you will follow my approach to finding unadvertised jobs it can also be your solution.

This, by the way, was when I joined KPMG Peat Marwick's Management Consulting business. I don't say any of this to 'blow my own trumpet' but to show you what is possible; and I have repeated this since then.

4 Key steps to find unadvertised jobs:

1: Identify companies that are of interest to you:

Look at current advertised jobs that interest you, and then think of some other companies that might offer similar work.

You could focus on companies that operate in your industry. You could also find out about trends in the labour market, so that you can focus on growth areas or companies undergoing expansion, or other change.

All change can produce opportunities.

Directories such as Dun & Bradstreet are helpful as is the Internet. Companies often advertise current positions or have careers information on their websites. You can use Internet search engines to find the companies that interest you.

2: Make a short-list

By now you have a long list of industries or companies that are possible employers. The next step is to select the companies that best match your interests, skills and values, and make a short-list of target companies.

Focusing on a few companies is more effective than targeting too many, as you can prepare more comprehensively.

How to make a short-list

- Compare your interests, skills and values with the information you've collected about each industry or company.
- Consider additional factors like location and travel, work hours and company culture.
- Consider which factors are most important and least important to you, e.g. salary level, opportunity for promotion, training, assignment overseas.

- Make an informed decision about which companies best match your needs and priorities.
- Make a short-list of these target companies.

3: Additional research for unadvertised jobs.

Now that you've identified your target companies, the next step is to do some more detailed research. For example:

- What does the company do and how is it structured?
- How big is it?
- What are its future prospects? Is it tendering for major contracts or attracting new clients?
- Does it offer a training & development programme?

4: Approach your target companies

Once you've completed this research, you're ready to approach your target companies about applying for your dream job.

What to do next.

You have two options

Work through the contacts on your network list so you can find or create a link with the firm that you are interested in, then arrange to talk with your personal contact who will be able to provide information and advice, NOT offer you a job; tell you whether it would be fruitful to pursue the company; and put you in contact with a decision-maker. Again you arrange to meet but don't expect or ask for anything other than advice. The secret to finding unadvertised jobs is to tread very carefully. Don't put anyone on the spot so that they think you are expecting THEM to find you a job!!

If there is the possibility of a job, and they like what they see and hear from you, then the meeting just may become an "interview" but don't push it.

If the networking approach doesn't produce the contacts or the unadvertised jobs you need, and there's no other way around it, you could put together a carefully crafted target letter. Get everything you need including cover letter templates at <http://www.ebookdownloads.biz/cover-letter-writing.html>

What you must be aware of is that not all jobs get advertised, but they all start somewhere – if only in the mind of a manager who has a problem that needs a solution.

You can be the solution if you follow my approach to finding unadvertised jobs.

This approach to finding unadvertised jobs is a very important part of your career change activity.

How to Set Up Network Meetings

Making the initial contact for a network meeting can seem daunting, especially if you don't personally know the person you're contacting. But don't be put off. All you are going to do is ask your contact for their advice.

And we all like to give others the benefit of our advice - don't we?

So the person you're ringing - I did say use the telephone didn't I? - will be receptive and even mildly flattered to be asked. So armed with your personal meetings agenda, go ahead because you can make them feel good!

If you do know the contact well, just say you were gathering some thoughts on, let's say, current thinking on Product Launches in Eastern Europe (because that's the type of job you're interested in) and you would really value their advice. Could they manage a brief 20 minute chat to swap ideas?

If you don't know the contact so well because another person has suggested their name, you must use the name of your common contact when you ring and say:

"Jill said you were the best person to speak to and I would really appreciate a 20 minute chat with you. Would Tuesday morning or Wednesday afternoon suit you the best?"

Once you've made your initial contact and arranged a meeting, what do you think you should do now, in preparation for the meeting itself? You need to prepare your own personal meetings agenda. The following list should give you some guidance in this area.

- Set your personal meetings agenda and objectives out clearly. You need to be clear about your aims when talking to the person. You also need to establish what you want to achieve from the meeting.
- Find out more about the person you're meeting beforehand. This will help you and show you're interested as well.
- Prepare suitable questions, comments or thoughts for the meeting. If you can 'bring something to the party' so much the better:
- Explain exactly why you are contacting them.
- Clearly communicate what advice you are after.
 - Their thoughts on new opportunities
 - Their impression of you and your skills
 - Specific sector or company knowledge

- Keep the initiative - lead the conversation, if it slips the contact might lose interest.
- Keep notes - always keep a record of the information you're given.
- Manage the time efficiently - remember it's theirs as well as yours. Although you have a personal meetings agenda to meet, don't be too pushy. It's up to you to sense when the moment is right. You'll need to be sensitive to the other person's needs. In fact if you asked for 20 minutes, get up to leave at that point. If they say it's OK to carry on...

Having a personal meeting agenda shows you won't waste their time or yours!

As you want to clarify for yourself what sort of role would best suit you, you should know what to say:

Explain that as part of your personal development you are considering what future role would most benefit both you and the organization that eventually hires you. To do this you are researching possible options (but not threatening his position if you'd like a job similar to your contact).

So you'll need to tell him about your achievements and skills that are relevant, but not in a way that suggests you expect him to offer you or even tell you about a job.

You might ask:

- How he got his job in the first place
- What was (if you don't know) his previous background
- What does he find enjoyable / challenging / stimulating
- Where does he see his future?
- Where does he see your future?
- What actions would he recommend you take?
- What can he tell you about companies with these jobs?
- Who could he recommend you talk to?

And always be sure to sure to ask:

“If you were me, who would you talk to?”

General Comments on Networking

- It's the most successful route at leading to jobs but follow the rules!
- It is a proactive route, but functions best when you have your own personal meetings agenda.
- Very important for people over 40 and more senior candidates.
- It's a good way of gathering help, advice and information, as well as getting your name around in relevant circles.
- You can end up with having many pairs of eyes and ears working on your behalf.
- Your network can be used once your new role is acquired.
- **It can be a great confidence builder, especially if you work to a personal meeting agenda.**

I know it sounds perverse to say don't give the impression that you want them to offer you a job (when you really would like it) but it's all about expectations. If they think you expect too much, you probably won't get anything.

However if they have a job vacancy and they like what they see and here from you, a job offer or discussion may follow.

Follow this advice carefully and you will be sure to uncover some really juicy unadvertised jobs.

Best Wishes

Peter Fisher

www.career-consulting-limited.com

www.your-career-change.com

www.your-cv-coach.com