



**Your best possibilities may be unpublished.**

Unpublished jobs are a mystery to most job seekers. But, there's nothing mysterious. This chapter will get you in the game.



## 9 Compete for unpublished openings

How to access the right opportunities in the unpublished market.

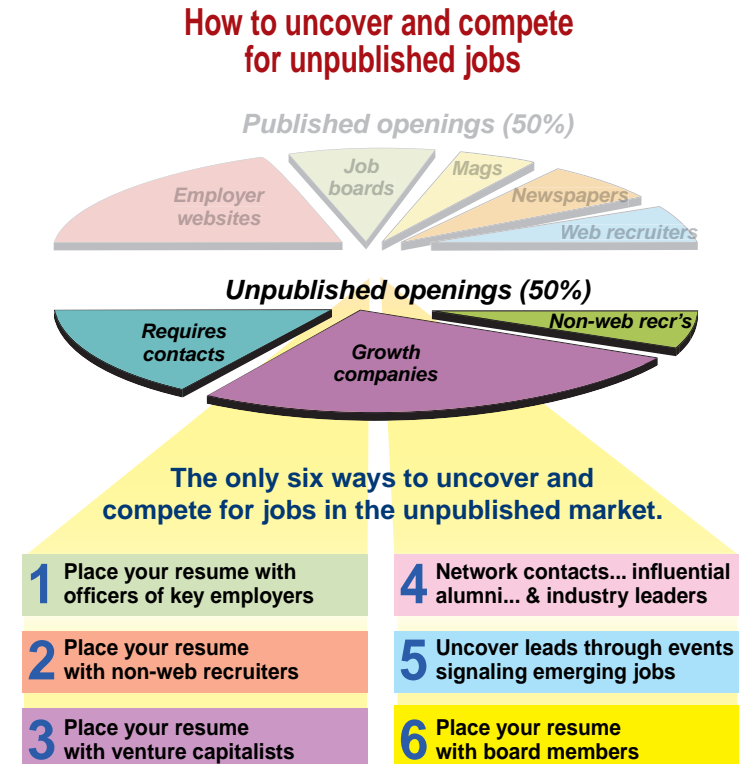
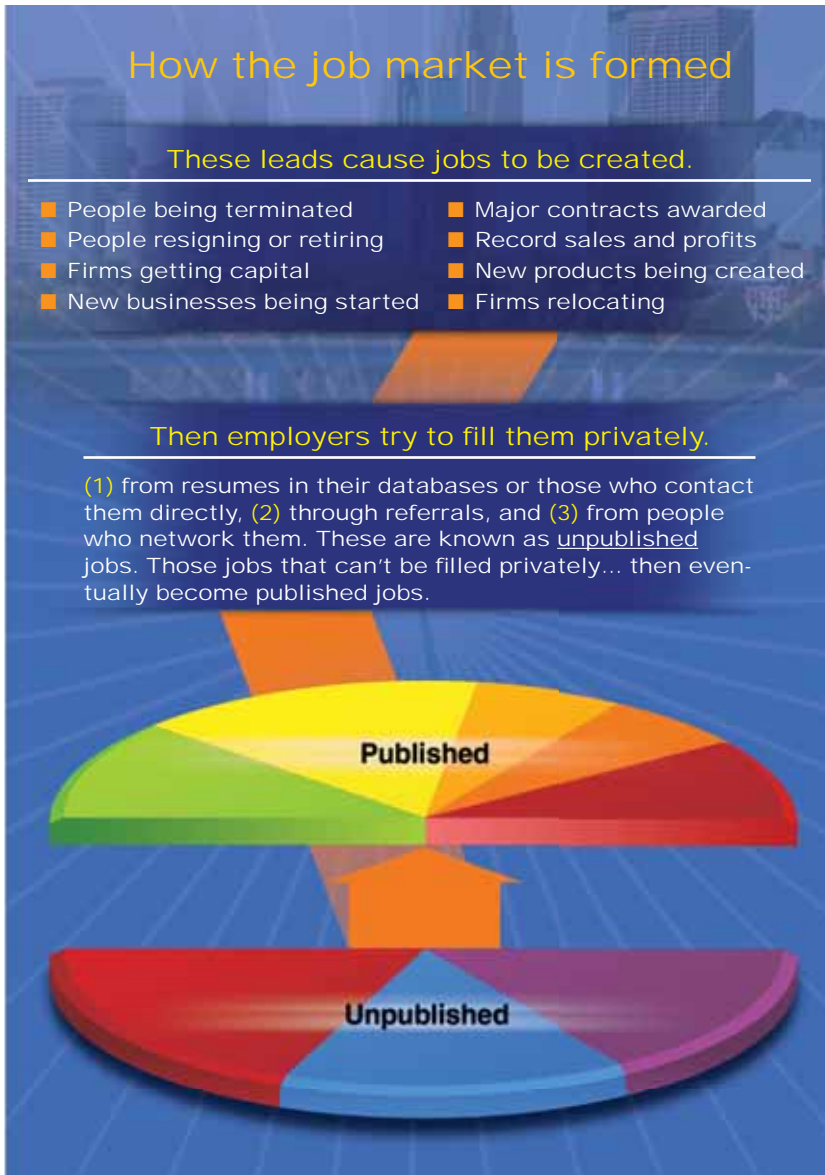
The bottom half of the chart on the next page is “the unpublished market.” One part is the “non-web” recruiters who keep openings private. Here, you need to place a superior resume to generate activity.

Right next to non-web recruiters are the growth companies. This is where the action is in the job market. These firms are constantly hiring. They often offer strong financial packages... and because they are growing so fast, previous industry experience rarely matters. Transferable skills do!

With this in mind, our research staff tracks growth companies... over 10,000 of them, and we often place client resumes with these firms.

Now, for the part of the market that “requires contacts”... if you don't have connections... or cannot network your way in, how do you compete? There are three major ways. One is to get “leads” to these jobs. The other is to place a strong statement of your credentials with “high probability” employers. And the third is to network your contacts, alumni and influential executives.

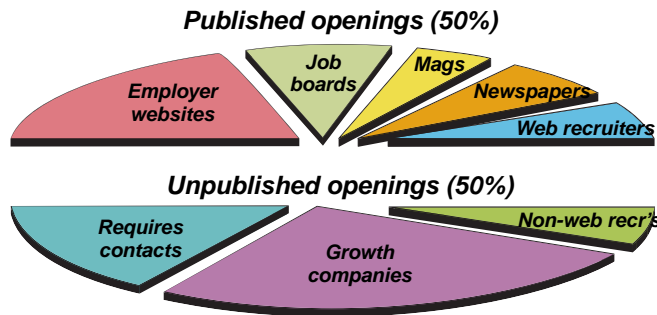
In addition to requests for interviews, these placements can produce a flow of new telephone discussions that offer networking opportunities. By the way, when you get interviews for jobs in the unpublished segment... how much less competition will you encounter? The answer is... a lot less!



**Note:** Taking these actions is the only way you can connect with any serious number of jobs that are private... or unpublished. As you can see from the illustration on the page on the left, events occur that cause jobs to be created. Companies then try to fill them privately since this is the most economical way. Typically, they search their databases first. People also get referred to them as their open positions become known in their organization, and some receive resumes from candidates at just the right time. Many jobs that cannot be filled privately, eventually become published.

### The job market—if you are up to \$100K

Available positions in this income range are closely divided as 50% are published and 50% are unpublished. Jobs published on employer websites are clearly the fastest growing segment.



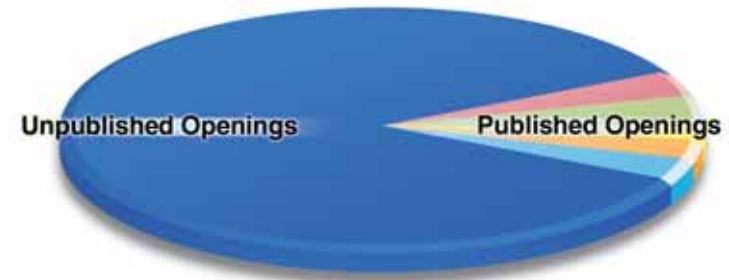
### The job market—if you are seeking \$101K to \$150K

Opportunities at this income level are 25% published and 75% unpublished. This is in stark contrast to the market in total for all income levels. Even with only 25% published, there will be many openings made publicly available, but they draw the highest numbers of applicants... often into the hundreds.



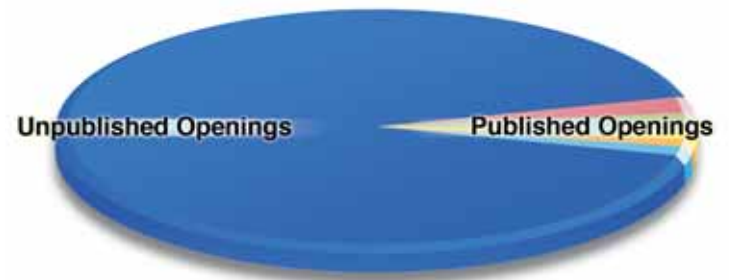
### The job market—if you are seeking \$150K to \$200K

90% of available positions here are unpublished. Newspapers and magazines play a small role here, and published openings on job boards are greatly exaggerated... as many are repeated and remain on different sites long after they are filled.



### The job market—if you are seeking \$200K and above

95% of available jobs here are unpublished. Exceptions are the nonprofit and education sectors. The number of positions available at any one time are extremely limited. To maximize your market exposure you must take advantage of all possibilities. Here, the rewards go to the most aggressive.




**Note:** These projections are quite accurate. Our research staff has the advantage through our subsidiary, JMAC, of having technology that captures virtually all openings that appear on the Internet or in newspapers and trade magazines.

# You will encounter much less competition in the unpublished market. Overlooking its potential is a major mistake!

Many people can easily double, triple or quadruple the number of interviews they would otherwise get. Plus they will be considered for better jobs... and experience a lot less competition. Your success is simply an extension of the actions you take.

*"Nothing ventured, nothing gained."*  
—Anonymous

*"Only those who dare to fail greatly can achieve greatly."*  
—Robert F. Kennedy



## #9 RECAP

Access jobs that are not published

There's nothing hidden or mysterious about the unpublished job market. Most of your opportunities... and your most attractive possibilities will be unpublished. You need to be sure to take advantage of the six ways we've outlined for uncovering positions of interest in this segment of the market.

### Quick action steps for the unpublished market

JMAC makes this easy for our clients, and one of our divisions can place your materials. You can also do this on your own. First, use directories to identify employers to contact. For up-to-date information on decision makers below CEO level, call employers to ask for that information. Second, place your credentials with the right people in the right organizations.