

# How Can You Crack the Hidden Job Market? with **SRW2D**®

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## Speaking

Be a host not a guest.

- Telephone and face to face
- Wherever we are (ballgames, kid's events, church, doing business)
- Take opportunity whether we know the people or not
- Acquaintances
- Be bold about talking to people
- Call person that recently got employed and see if they had any offers, they do not want (tell them about offers you do not want)
- Contact human resource office and/or the head of the department that you are interested in working after 5 p.m. so they answer their own phone or leave a direct voice mail

## Reading

When reading, infer what kind of jobs are needed even if they are not advertised.

- Web sites
- Newspapers, Business Journal and their Book of Lists
- Assumed name list in newspaper or courthouse
- School/church newsletters
- Help Wanted signs
- Career oriented materials
- Billboards

## Writing

- E-mail (who can we communicate with to get job information?)
- Proactively write, send targeted resumes to companies you think may use your talents, customize to the company and person
- Personalize as much as possible
- Write follow-up letters and/or notes: Federal Express Packages are opened

## Walking

- Be aware everywhere you walk and gain insight into the environment
- Through buildings, look at tenant lists
- Signs in neighborhood (for lease, etc.)
- Homeowners association

## Driving

- Notice new businesses being built or for lease signs
- Identify businesses you have not noticed before that might be employment possibilities
- Drive every street within a 5-mile radius of your home, explore the companies in the area

**Note:** Credit Human has permission to share this document with its members. For more information about Greene and Associates, Inc.'s services contact Barbara A. F. Greene at 210-366-8768 or [barbara.greene@greeneandassociates.com](mailto:barbara.greene@greeneandassociates.com)

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