



## Hidden Job Market Secrets: 10 Sure Cures for Summer Job Search Doldrums

By Debra Feldman on April 1, 2009 | [Post a Comment](#)

**Leverage your network:** distant business contacts will often help by making introductions or passing along contact information. More jobs result from distant connections than from direct contacts owing to the exponential impact of referrals.

2. **Don't put the other person on the spot (making them feel responsible for your future, finances, health, happiness, etc.) by asking for a job per se.** Encourage more referrals and recommendations to additional resources: don't restrict the conversation to only official positions or job openings. Lead the dialogue toward thoughts, ideas, guidance, industry buzz - and let them volunteer assistance.
3. **Network Purposefully!** It's OK to ask your networking contacts if they are able to connect you with a specific person. In fact, it may be an easier request to fill than if they have to research the correct contact.
4. **Don't count on recruiters to find your new job** for you. Unless you happen to fit their very narrow job specs, you are not what they need to complete their assignment or what their client (an employer) is paying them to deliver.
5. Target companies and then contact senior executives directly or via introductions. **Direct contact and cold calling are very effective methods** for getting initial attention that can then be developed into a relationship by building common experience, increasing shared interests and developing mutual trust.
6. **Make doubly sure that your resume communicates a message focused to attract the attention of the employer market you want to reach.** Don't take yourself out of the running by offering a less-than-perfect document. Zero resume and cover letter errors are tolerated AND your positioning as the first choice candidate, go-to expert for solutions has to be undeniably clear.
7. If you insist on applying online to postings, keep the efforts to the barest minimum while **stressing personal connections** since the latter has a far greater yield for generating new opportunities.
8. If there is an Internet posting that is a fit, **identify the hiring manager** and contact them directly rather than depending on HR or a recruiter to triage you onto the short list.
9. Always **remember your manners.** Say "thank you," and be courteous, polite, patient and cooperative.
10. Once you land, give back to others, **grow your newer connections** and resolve to strengthen your online identity to promote yourself as a passive candidate. Aim to be "Googled" and discovered in an online search by future employers instead of proactively seeking your next challenge.

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*Debra Feldman is the JobWhiz™, a nationally-recognized expert who designs and personally implements swift, strategic and customized senior-level executive job search campaigns, banishing barriers that prevent immediate success. Her gift for cold calling, executed with high energy and savvy panache, connects candidates directly to decision makers, not HR. Network Purposefully™ with the JobWhiz, and compress your job search into mere weeks, using groundbreaking techniques profiled in Forbes magazine. In addition to her private practice, writing featured columns and conducting exclusive workshops, Debra is a recommended resource to alumni of top-tier business schools. Contact Debra at [www.JobWhiz.com](http://www.JobWhiz.com) to expedite your executive ascent.*

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