



FINDING THE WORK YOU WANT

**Do what you can,
with what you've got,
where you are.**

THE HIDDEN JOB MARKET

Now that you have a plan and your resume is ready to go, it's time to look around and see what opportunities are available. Some will be advertised online, while others will be available through recruiters/placement agencies. These two sources account for about 20% of the market. The remaining 80%, often called the hidden job market, is unadvertised. You can tap into the hidden job market by talking to people about what you do and the kind of work you hope to find. You need to ask people for information, advice, leads and referrals.

Using this word of mouth approach is very effective. If you think about it, either you or someone you know has had good luck finding work through a personal contact. We call this networking. More people get jobs through networking than through all the other methods combined.

This chapter will help you see what the hidden job market and the advertised market may offer. On the next pages you'll find a lot of networking ideas, suggestions for finding advertised jobs and tips to get you started.

TALK TO EVERYONE YOU KNOW AND MORE

Networking is something you do naturally. It simply means talking to people you know to get the information you need and referrals to other people who can help you. You've already done this many times in your life. Through networking you find out what doctors are taking new patients, who's the most reliable plumber and who delivers the best pizza in town.

You may be surprised at how helpful people can be. The key is to let as many people as possible know what you can do and what you want to do. Ask them if they have any advice for you, know of any companies that are hiring or know anyone you should talk to for more information. Here are some things that people might know that can be helpful to you:

- jobs that are available but have not been advertised
- jobs that are unadvertised because the organization is extremely busy
- job openings where someone has left or is planning to leave
- transfers, retirements or leaves of absence that create openings
- bosses who are always on the lookout for good workers
- short- or long-term contract work during peak periods
- companies that are starting up, moving or expanding
- current business trends, needs or problems that may lead to jobs
- new projects and new products that will create work

It is important to remain organized during your entire job search. The following tips will help you be successful:

- list your weekly activities
- respond to job advertisements, for example, through Indeed
- work with placement and/or recruitment firms
- talk to everyone you know and follow-up on all leads

When someone gives you a lead, follow up as soon as you possibly can. If you are referred to someone, make sure you use the name of your reference, if you have permission to do so, right upfront when you introduce yourself. It makes a big difference. The Networking Tracking Sheet later in this section can help organize your efforts.

LOOKING FOR ADVERTISED JOBS

Use local resources to research all the employment opportunities that might be available in your area.

Employment and Social Development Canada

Visit your local office in person to access:

- bulletin boards
- seminars and training courses on job search, self-employment assistance
- online job postings
- job counseling by appointment

You can access Employment and Social Development Canada at www.esdc.gc.ca

Placement agencies

Most agencies deal with a wide range of jobs and a number of different work arrangements. These include:

- full time
- part time
- permanent
- temporary
- seasonal
- shift work
- contract work
- occasional work

Contract work is full-time or part-time work for a defined period of time. For example, you might be needed to fill in for someone away on disability or maternity leave. Keep in mind that any arrangement can be the doorway to full-time work. After all, if an employer decides a full-time worker is needed, wouldn't the position be offered to someone who is already doing a good job for the employer part-time?

Some employment agencies specialize in certain job categories such as bookkeeping, clerical, administration or production. Check this with the agency when you call. Employment agencies cannot charge you for registering with them or for the use of their services. This is the law in Canada! The employer pays their fees. Also, a reputable firm will not send out your resume to a prospective employer without first getting your approval. Many recruiters will only accept electronic versions of resumes. If you fax or mail your resume, there is a good chance a recruiter will not keep it.

Many people have found that working for a temporary employment agency or recruiter is a good way to earn a living. It offers a variety of assignments with different employers and gives you some flexibility regarding when and where you want to work. Others have found it is an ideal way to earn income temporarily while looking for work. Still others have found that employers end up hiring them full-time after using their services through a temporary agency. If an employer wants you to work full-time, it should be negotiated through your recruiter. Investigate these sites to find additional job search advice and postings.

RECRUITERS/PLACEMENT AGENCIES

- make finding a few good recruiters part of your networking strategy
- find out which firms are used by the organizations you are targeting
- dedicate no more than 15-20% of your job search time and effort to recruiters

TIPS FOR MAKING THE RELATIONSHIP WORK

- be accessible, open and professional.
- know what you want and articulate it clearly
- talk positively about experiences and achievements without overselling
- do your homework
- understand that you are all in this together; the responsibility is shared but taking the initiative is on you
- honesty, honesty, honesty
- be polite, courteous and concise-communicate clearly
- take responsibility for follow-up
- make it as easy for the recruiter as possible
- expect confidentiality, to be treated professionally and with respect

Registering with one or more recruiters/placement agencies is an option you will want to consider in your job search. Let's discuss the pros and cons of that option:

Pros

- access to hidden job market
- resource that helps keep you on top of market trends; ability to sample various industries
- provides valuable interview practice and coaching
- a buffer during the interview and negotiation processes follow-up

Cons

- takes time away from your search
- must be adaptable to new environments
- can give false hope
- may be sent on inappropriate interviews
- need to be focused and proactive with follow-up

More mid to large companies are using agency services to identify skilled candidates to fit their needs. A lot of temporary jobs turn into permanent employment. It's all a matter of getting your foot in the door.

COMMUNITY GROUPS

People involved in community groups are well aware of what is happening in your area. Getting to know them and making them aware of your skills may lead to information and referrals that provide valuable leads.

- Business Associations
- Chamber of Commerce
- Churches
- Community Centres
- Community Service Groups
- Community Theatre
- Cottage Associations
- Cultural Groups
- Golf and Country Clubs
- Legions
- Neighbourhood Watch
- Parent Teacher Associations
- Rotary
- Sports or Recreational Groups

NETWORKING IS A MUTUAL EXCHANGE

You'll also want to offer the people in your network the benefit of anything you can do for them. Return the favour by looking for the chance to share information you have that might be useful. For example, "I saw a sign in the local ice cream shop. Is your son still looking for a summer job?" Make a list of people you'd like to contact by using the Networking Tracking Worksheet. It will help you decide who to talk to first and who to contact when you have more confidence.

BUILD YOUR NETWORK

Look at the chart entitled Your Personal Network and add more names to your Networking Worksheet. Remember that networking is the best way to find work. Let everyone know exactly what you can do and what kind of work you hope to get. Ask for leads and referrals. Bounce ideas off people. Thank them for their support and follow up on any information they may offer. Check back with your contacts periodically.

EXPAND THE LIST

Have you thought of everyone? Expand your networking list by thinking about people you know from community groups and community events. Refer to the Informational Interview Telephone Script.

COMMUNITY EVENTS

Get more involved as a way of introducing yourself to new people. In the course of a conversation it is natural for people to ask, "What do you do?" This will give you a great opportunity to mention your background, the kind of work you want and an opportunity to follow up with, "If you hear of anyone that might be hiring, I'd sure appreciate a call." Look for ways to stay in touch, so that they keep you in mind.

Fundraising Campaigns

- charity runs
- walkathons
- raffle ticket sales
- door-to-door canvassing

Seasonal Events

- summer barbecues
- church picnics
- fall fairs
- neighbourhood parties
- Octoberfest
- street sales
- fishing derbies
- block parties
- local elections

Volunteer Organizations

- local hospitals
- babysitting co-ops
- public schools
- support groups
- special interest groups
- charities

NETWORKING WORKSHEET

People who know me well and will be glad to talk to me about my job search:

People who don't know me well that I would like to talk to about my job search:

People who don't know me yet, but I know someone who might introduce me to them:

People who don't know me at all, but may have work available. Be well prepared with a good resume and a practised interview before approaching them.

YOUR PERSONAL NETWORK



NETWORKING TRACKING SHEET

Primary Contact:	
Name: _____	Cell Phone: _____
Company: _____	Business Phone: _____
Address: _____	Other Phone: _____
	Email: _____
Source: Co-worker Personal Agency Other	
Referred By	Name: _____ Title: _____ Company: _____
Date:	Status/Comments:
Follow Up:	

Secondary Contact:	
Name: _____	Cell Phone: _____
Company: _____	Business Phone: _____
Address: _____	Other Phone: _____
	Email: _____
Source: Co-worker Personal Agency Other	
Referred By	Name: _____ Title: _____ Company: _____
Date:	Status/Comments:
Follow Up:	

Other Contact:	
Name: _____	Cell Phone: _____
Company: _____	Business Phone: _____
Address: _____	Other Phone: _____
	Email: _____
Source: Co-worker Personal Agency Other	
Referred By	Name: _____ Title: _____ Company: _____
Date:	Status/Comments:
Follow Up:	

NETWORKING FOLLOW-UP

Create a networking business card

It is important to create a positive image of yourself when meeting contacts you have established, both new and existing. Developing your own networking business card while in career transition helps establish a professional and convenient mutual exchange of information. Refer to the sample networking cards and have yours ready to hand out.

Touch base on a regular basis

Networking is not a hit and run process. It is just as important for you to stay in touch with people as it is to talk to them in the first place. Far too many job opportunities are lost because people don't check back with their contacts. Touching base through a casual phone call or a brief meeting will go a long way toward keeping you in your contact's mind. It would be a shame if something did come up and your contact did not realize you were still available.

Note: The ideal days of the week to correspond and follow-up with your contacts—Tuesday through Thursday either early or late in the day. Typically, a lot of professionals are not available on Mondays due to internal meetings. Also, many individuals only work half days or are out of the office on Fridays.

Courtesy counts

You will want to thank your contacts and referrals for their support and assistance. Whether it's a handwritten note or a formal letter, a thank you adds an important touch following a networking conversation. See the sample letters later in this section.

The best networking letter you can write is the one that lets your contacts know that you have landed a job. Share your good news and let them know you'd be glad to return the favour and help them in any way you can in the future.

**Take the time to talk to your fellow job seekers.
They can be an excellent source of information,
encouragement and networking contacts.**

SAMPLE NETWORKING BUSINESS CARDS



SAMPLE NETWORKING CORRESPONDENCE

You can reinforce your networking efforts by looking for opportunities to write to your contacts or anyone else who helps you during your job search.

The first type of networking letter is a simple thank-you letter for information shared during a phone call, as outlined in the first sample letter.

Secondly, you can send a networking letter to follow up on a meeting you had with someone who was able to offer you some information or advice. This may be someone you know, or someone to whom you were referred. See Sample Networking Letter #2.

Finally, you can use a networking letter to warm up a follow-up call you intend to make. In the Sample Networking Letter #3, you'll see that introducing yourself by mentioning your referral in the opening paragraph adds impact to your letter. It also gives you a chance to explain your interest and outline your skills.

If you've never written a networking note before, try it.
You'll be surprised at how effectively it can help to move your job search forward.

TYPICAL INFORMATIONAL INTERVIEW QUESTIONS

The industry

- This industry has changed dramatically (or hasn't changed much) in the past five years. What have you seen from inside your company?
- Where do you see the industry heading? What are the challenges ahead?
- Have these changes created new opportunities and/or eliminated the need for certain skill sets?
- What skills are in demand in this industry?
- What developments are on the horizon could affect future opportunities?
- Are too many or too few people entering this profession? What opportunities for advancement are there in this field?
- Which companies are the industry leaders in innovation, service quality, product differentiation?
- Which companies have a track record of promoting from within?
- Who are the most important people in the industry today?
- Which professional journals and organizations would help me learn more about this field?
- Are there opportunities for self-employment in your field? Where?

The work

- I would like to know more about what you do. Please tell me about it.
- What do you do on a typical day?

- What is the most effective way to break into this field?
- What skills and personal qualities are most important in carrying out your responsibilities?
- What do you enjoy most about your work?
- What parts of your job do you find most challenging?
- Who or what provides support for you to meet those challenges?
- What might be a next step for you?
- Would it be possible to take a quick tour of your facilities? I would really appreciate a first-hand look.

Skills and experience

- What is your history in this field? How did you get here?
- How do most people enter this profession?
- What qualifications would be sought in hiring someone for such a position?
- What educational preparation would you recommend for someone who wants to enter (advance in) this field?
- What do you think of the experience I've had so far? For what types of positions would it qualify me?
- What sort of position might someone with my background be able to obtain in this industry (company)?
- Can you recommend any courses I should take before proceeding further with my job search?
- Taking into account my skills, education and experience, what other career paths would you suggest I explore before making a final decision?

Fit

- How would you describe the corporate culture here?
- Is this typical of the industry?
- What sort of people are the most successful in this business?
- What does a typical work week look like?

Additional information

- Is there anything else you think I need to know? Is there anything I've missed?
- If you were me, who else would you recommend I speak with? Anyone else? When I do, may I use your name?

Staying in touch

It doesn't take long to send an email or a LinkedIn or Facebook message just to say hello, even if you don't see your contacts very often—or at all. You'll enjoy having lunch with someone you worked for years ago or connecting on LinkedIn with former colleagues you hadn't heard from in quite a while. It is good to touch base, both to find out what's new in their lives and careers and to help build your network for the future. If you can, meeting those people you've only known online is helpful, too. That personal connection becomes even stronger when you can match a personality with a name.

SAMPLE EMAIL FORMAT

From: Your Name

Sent Date / Time

To: Contact Name

CC:

Subject: Job Reference - Your Name

Many professionals use email to make requests, answer questions, and make announcements. Emails are read quickly. For that reason, get to the point in the first paragraph - the first sentence, if possible. In other words, state what you want up front. Be careful not to use email to communicate complaints; these are usually better handled in person.

It is best to keep the sentence length and paragraph length relatively short. Sentences should average fewer than twenty words, and paragraphs should average fewer than seven lines. In the format suggested here, you should single space your email, skip a line between paragraphs and use a typeface that is easily read on a computer. If possible, keep the email to a length that can be viewed entirely on the screen, without scrolling.

Because the reader sees only the title of your email in the Inbox or in the folder where it has been filed, give some thought to that title. Choose a title that orients the reader to the subject of the email and, if possible, distinguishes your email from others about that subject.

Send a copy to anyone whose name you mention in the email or who would be directly affected by the email. Also, be sure to explicitly mention any attachments. Finally, remember that final paragraphs of the email generally tell readers what you want them to do or what you will do for them.

Sincerely,

Your Name

Your Contact Information

SAMPLE NETWORKING LETTER #1

Name

Address

City, Province Postal Code

Telephone / email

Date

Name

Title

Company

Address

City, Province Postal Code

Dear Name,

Thank you for taking the time to speak with me earlier this week. From your comments, and those of others, it seems that things are pretty hectic these days. I'm sure that you are looking forward to your holidays for a well-earned break.

As you requested, I am enclosing my resume on the understanding that the bank's "hire from within" policy makes it unlikely that a position in your group will be available soon. Nevertheless, situations are constantly changing and an opportunity may unexpectedly present itself in the future.

Presently my goal remains to return to the personal loans area of banking. I have a broad range of banking experience, and I would be grateful if you would let me know of any other suitable positions that come to mind either within or outside the bank.

[Name], I appreciate your interest and your help. I'll keep you posted on my progress. Have a great holiday!

Yours sincerely,

Your Name

SAMPLE NETWORKING LETTER #2

Name
Address
City, Province Postal Code
Telephone / email

Date

Name
Title
Company
Address
City, Province Postal Code

Dear Name,

I want to thank you very much for the opportunity to meet with you on Tuesday, November 10th. It was great to talk about the theatre industry in general and the future of arts administration in this area. The information you provided was invaluable and I plan to follow up on all your suggestions.

As we discussed, I feel confident that I have the skills and enthusiasm to add value to the arts scene. My background in business and theatre would bring a wealth of understanding to a "supporting role" in either the front office or behind the scenes backstage.

In the event you learn of any potential opportunities that suit my qualifications, please give me a call and I will follow up immediately. In the meantime, I will follow up on the referrals you kindly offered and let you know how they turn out.

Once again, thanks for your time and advice, and I look forward to continuing our discussions.

Regards,

Your Name

SAMPLE NETWORKING LETTER #3

Name

Address

City, Province Postal Code

Telephone / email

Date

Name

Title

Company

Address

City, Province Postal Code

Dear Name,

During a conversation with two good friends of mine, Jane Doe, Underwriting Manager for [Company Name], and Lisa Chen, who is also an employee of [Company Name], I learned that you may be looking for a legal assistant for your new office. They suggested that I contact you directly to apply for the position.

It appears that the job description, providing full support services to the team in your legal department closely mirrors my own work experience. My ten years' experience and my broad-based skills in administration have been developed during my career with ABC Company, where I held several progressive positions. In addition, I am fully proficient in MS Word, Excel and PowerPoint.

I possess a high degree of professionalism and am able to handle confidential documents with discretion. My customer service and communication skills are well developed, so that I am able to work effectively with both co-workers and managers at all levels in an organization. The combination of these skills and my willingness to learn would enable me to make a strong contribution to the department within a very short time.

An opportunity to meet with you to discuss your needs further would be ideal. I will contact you next week to see if a meeting is possible. Thank you for taking the time to review the resume I have enclosed.

Sincerely,

Your Name

SAMPLE "I'VE LANDED" LETTER

Name

Address

City, Province Postal Code

Telephone / email

Date

Name

Title

Company

Address

City, Province Postal Code

Dear Name,

I am delighted to let you know that I received an offer from the ABC Bank last week. I have accepted the position of Personal Loans Officer at their branch office on Hunter Street, and I'll be starting there at the end of the month. This is a great move for me and will let me build on my background in credit applications.

Thanks [name] for all your help during the last few weeks. Your advice and support were important. They certainly made the job search process much easier for me. Please feel free to call at any time if I can be helpful to you in return.

Have a great summer vacation. Let's stay in touch.

Best regards,

Your Name

TIPS ON USING THE TELEPHONE

As you make networking contacts, gather information and follow up with potential employers, you'll find that the telephone is one of your best job search tools. Use the Telephone Call Tracking Sheet later in this section and follow these suggestions:

- Organize your thoughts before conducting any telephone conversation. Plan your opening two or three sentences very carefully, but do not turn it into a rehearsed script.
- Work with voicemail, not against it. Before making any call, practise the message you will leave. Leaving only your name and number is not enough. Busy people seldom have time to return 'mystery phone calls'. If you have been referred to the contact, be clear on who the reference is and how the contact knows them. This single piece of information can make all the difference in whether or not they return your call. Speak clearly and put warmth and energy into your voice. Make your message concise, but with enough detail to be meaningful.
- If your call goes unanswered, call back in a few days, but don't call more than once a week. Preface your message with "I realize you're very busy" and end with "I appreciate your time and I look forward to hearing from you." Be unfailingly courteous. Try calling before or after hours to reach someone directly.
- Take notes during your telephone calls. Follow up with a short letter if appropriate. Make reminder notes in your appointment book to make sure all calls are followed up on. The courteous persistence and resourcefulness you show will go a long way toward making a positive impression.
- Be prepared. Keep a copy of your resume and a pad and pen beside each telephone in your home. Be prepared to handle a short telephone interview before being booked for a personal interview.
- Make it easy for potential employers to reach you by ensuring you have voice mail. Make sure your message is short, professional and in your own voice. Remember to check your messages regularly. Have family members prepared to take messages for you as well.

INFORMATIONAL INTERVIEW TELEPHONE SCRIPT

Hello, my name is _____.

(name), A _____ of yours, recommended I give you a call because of your experience in/knowledge of _____. I've spent the last years in the _____ industry. Most recently, I was (title) _____ of _____ (area) with _____ (company), where I (did what) _____. I enjoyed/specialized in/was successful because _____

I am currently in career transition and was wondering if I would be able to speak with you for approximately 15 minutes regarding _____ .

Here are a few sample questions you could use to show your sincere interest when meeting your contact in person but not during your initial call:

1. What are the skills/qualifications required?
2. Where do you see growth in this career field?
3. What are the salary range and job responsibilities?
4. How could a typical day on the job be described?
5. What is best liked about this type of job?
6. What is least liked about this type of job?

DO NOT ASK YOUR CONTACT FOR A JOB

An informational interview is conducted for the purpose of gathering information about a job and a company. It is not a job interview. If asked, however, be prepared to provide a resume. The interviewee may keep it on file for future reference.

TELEPHONE CALL TRACKING SHEET

Name of Contact:

Company:

Phone Number:

Initial Call Date:

Voice Mail Message Dates:

Opening Sentences:

Questions and Items Discussed:

Notes from Conversation:

Follow-up Needed:

LAUNCHING A SMALL BUSINESS

If you would like more information about starting your own small business, the Business Development Department of your City Hall or Municipal Office is a good place to start. Ask if they have any information packages available on small business start-ups. They can point you in the right direction regarding business registrations and zoning bylaws.

The provincial and federal government offers business information free of charge, for example, information on GST, PST and HST regulations, business taxes, licensing requirements, import and export regulations and safety and health requirements.

Visit several banks in your area and ask for their information packages on starting a small business. Even if you do not require additional financing, you may find these materials quite interesting.

Most important of all, talk to other people who have started their own business. Ask them about the rewards and challenges of being their own boss. Listen carefully to the negatives as well as the positives. This first-hand information can be invaluable when you are considering setting out on your own and opening that dream business.

Thorough planning and research is the key to success when it comes to starting a small business. You can improve the odds of success by thinking through each step carefully. As part of this process, analyze your start-up costs and ongoing expenses to create realistic profit projections. This will help you decide if starting the business makes sense for you.

NOTES