

“How to Find Hidden Jobs in ANY Economy”



Hosted by:
Carl Chapman



Presenter:
Peggy McKee





How to Find Hidden Jobs in Any Economy

Career Confidential
with Peggy McKee



Hidden Jobs

What are they?

- Haven't been posted
- Don't have a 1000 candidates waiting
- Get there first and stand out

How to Uncover

- Using job board
- Recruiter
- Bang for your buck

Take Control of your job search



Difficult Job Market

There are Still Jobs Out There

What's the Problem?

- The Internet – easier access to job search
- Not all of the jobs are posted

The screenshot shows the Indeed homepage. At the top left is the Indeed logo with the tagline "one search. all jobs.". Below it are two input fields: "what" and "where". The "where" field contains "Lisle, IL". To the right of the "where" field is a "Find Jobs" button. Below the input fields, there is a link to "Advanced Job Search". In the center, there is a section titled "Post your resume - Let employers find you" with the text "878,861 new jobs in the last 7 days" and a link to "Search job sites, newspapers, associations and company career pages". At the bottom, there are navigation links for "Browse Jobs", "Tools", "Employers", "Publishers", and "About". A footer contains a list of international locations: "Australia", "Belgium", "Brazil", "Canada", "China", "France", "Germany", "India", "Italy", "Japan", "Korea", "Mexico", "Netherlands", "Poland", "South Africa", "Spain", "Sweden", "Switzerland", "United Kingdom", and "USA".

The screenshot shows the Monster job search interface. At the top left is the Monster logo. Below it is a section titled "Looking for a Job?". It contains a "Filter Keywords:" input field with the example "(example: sales, java, nurse)". Below that are "Enter City:" and "State:" input fields, and a "Select" dropdown menu. A prominent purple button labeled "SEARCH JOBS NOW" is centered. Below this is a section titled "Post Your Resume" with the text "Let total employers find you, create an account, upload your resume and make it public." and "Only Monster has iSense technology to match you with the right opportunities." and a "Get Started" link.

The screenshot shows the Monster interface for employers. At the top right is the section titled "Looking for Employees?". Below it is a section titled "Find Great Employees!" with the text "Monster saves you time and money - while helping you find the ideal candidates. Our hiring solutions help you:" and three bullet points: "Tap into our extensive database of qualified, targeted job seekers.", "Post jobs easily and get immediate responses.", and "Connect with thousands of motivated, hard working people in your area." A green button labeled "LEARN MORE" is at the bottom.



What can a Job Seeker Do?

Get to the Hiring Manager

- Bypass Human Resource
- 5 out of 1000



Job Search Obstacles

- Never hearing back
- No interviews
- Not enough good jobs



Times Have Changes

Barriers are Huge

- Bypass Human Resource
- Applicant tracking
- Straight to the source
- They can say yes



The Hidden Jobs Finder

Searching 6 to 12 months

- End search in 6 weeks
- Life changing
- Find the decision maker

“ I wish I would have worked with Peggy a year earlier.
I wasted an entire year sending out countless resumes.
But after initiating her techniques. I received a 13% response
rate and landed 2 interview opportunities within 21 days.
Still receiving requests for the resume months after
discontinuing the search for the job”



How Do They Turn it Around?

Step-by-step Action Plan

- Follow script
- Don't need to apply online
- We take control



How Do They Turn it Around?

Step-by-step Action Plan

- Follow script
- Don't need to apply online
- We take control

Professionals Who Know More than You Know

- Ask for advice
- Harness the power of social networks



Your secret to job search success!

Using LinkedIn

You need a Full Profile

- We have a great program to learn this

Job search is numbers game

- Old school doesn't work any more
- Need larger network than before
- 1000's of people



Your secret to job search success!

Benefit of a Large Network

1000 Connections
100 Hiring Managers
50 In Your Space
4 Are Hiring
1 Fits You



What About Recruiters?

Can Not Be Over Looked

- 10%-15% of job search
- Expensive to businesses
- Need perfect candidates
- Don't take it personally
- Use them. Don't count on them



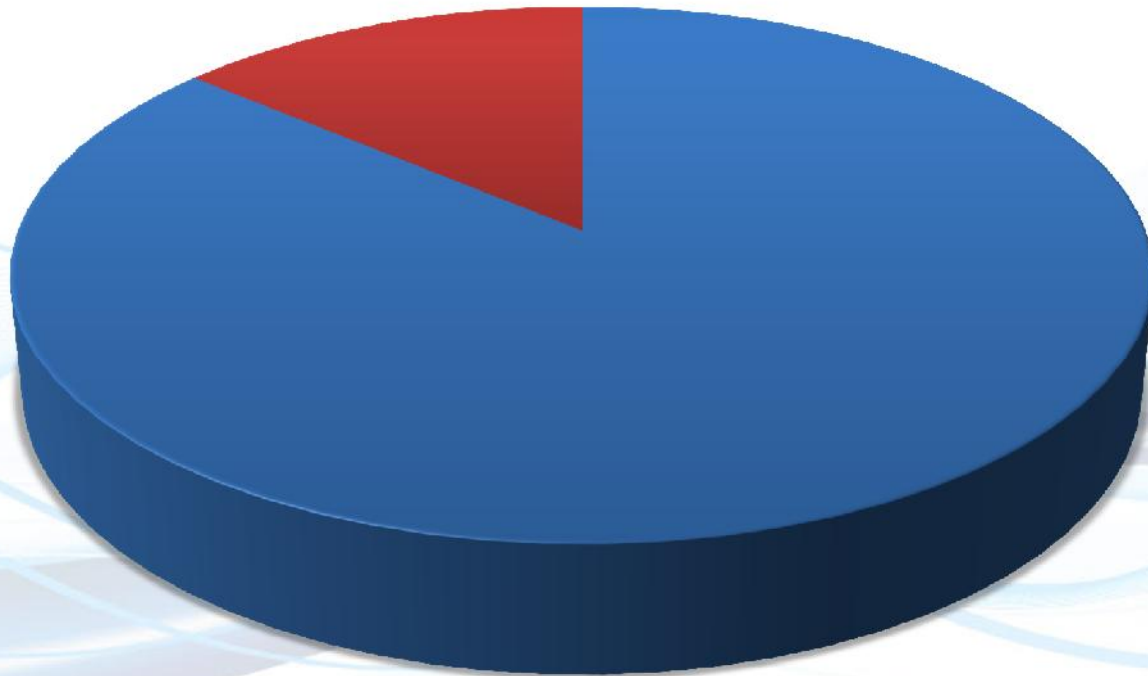
What About Recruiters?

Can Not Be Over Looked

- 10%-15% of job search
- Expensive to businesses
- Need perfect candidates
- Don't take it personally
- Use them. Don't count on them
- Only look for currently employed
- They must please the client



Recruiter and Boards Have a Place



How to Use Job Boards and Recruiters

Work Smart

- Use Indeed.com and SimplyHired.com
 - Aggregators
 - Advanced search abilities
 - Set up alerts
 - List eMailed to you



Search By Company

Google Alerts

- Control search function
- Use search terms
- Results emailed to you



Search By Company

Google Alerts

- Control search function
- Use search terms
- Results emailed to you

Works for Recruiters

- Have your resume ready to go
- Have a great profile
- Be responsive



Your secret to job search success!

Roll of the Candidate

Job Search is a Sales Process

- Hiring Manager = Buyer
- Candidate = Product

Convince Hiring Manager

- This candidate is the right product
- Resume = Marketing Brochure
- LinkedIn Profile is Advertisement
- Gets them interested



Your secret to job search success!

Why LinkedIn

Important for Recruiters

- Learned all about it
- Marketing and psychology

Works for Job Hunters

- Job search is sales process
- Use any tool for marketing
- Actively sell yourself
- Increases your exposure dramatically



Brand New Way to Utilize Social Networking

Contact Hiring Manager

- Marketing and selling you
- Put yourself in front of many people



Is It Hard to Find Hiring Managers?

Know Exactly What You Are Doing

Social Networks Want Extra Money

Use My Expertise



Your secret to job search success!

How to Find and Contact The Hiring Managers?

1) The Backdoor

- Using LinkedIn
- 50% of users are hiring managers

2) Packaging your LinkedIn Profile



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

1) The Backdoor

- Using LinkedIn
- 50% of users are hiring managers

2) Packaging your LinkedIn Profile

3) Options for Keeping a Low Profile



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

1) The Backdoor

- Using LinkedIn
- 50% of users are hiring managers

2) Packaging your LinkedIn Profile

3) Options for Keeping a Low Profile

4) Save Time



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

5) Killer Opening Letter



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

- 5) Killer Opening Letter
- 6) Get in Front of Hundreds of Managers



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

- 5) Killer Opening Letter
- 6) Get in Front of Hundreds of Managers
- 7) Get Your Message Read
- 8) What Makes You Stand Out



Hidden Jobs
Finder System



How to Find and Contact The Hiring Managers?

- 5) Killer Opening Letter
- 6) Get in Front of Hundreds of Managers
- 7) Get Your Message Read
- 8) What Makes You Stand Out
- 9) Close the Deal



Hidden Jobs
Finder System



Results From the Process

“I sent LinkedIn messages to 100 People last night with your strategy. I have received 5 responses back already. And a manager with a dental implant company asked me to call him tomorrow.”

Don't take it personally.

5 great leads!

Use the 80/20 rule.



The Sales Analogy Problem

This works for everyone!

You are the product.

It works.



Your secret to job search success!

Shift Your Approach and Be Proactive

Major shift in your thinking!

The social networks have changed everything.

Recruiters hit hard.

Be aggressive and market yourself.



Your secret to job search success!

Job Seekers Are a Product

This is a sales process

- Hiring manager is the buyer
- You are the product

Market yourself with this product

- Get multiple interviews
- Radical shift



Job Seekers Are a Product

Use the system

- 3 hours of video
- Handouts
- Tracking sheets
- \$750+ value



The System

- Two payments of \$97
- Money back guarantee

365 Days



What's the Worst Thing

- Sign up today – spend \$97
- Watch all the materials
- Use the handouts
- Contact the managers
- Hear back from less than you thought you would
- Decide you didn't like the product
- Ask for your money back
- You - get your money back
- No risk involved
- “Rules of the Game That Recruiters Won't Tell You.” - \$37 value



Here is What You Get

- LinkedIn Profile Tutorial
- “Rules of the Game That Recruiters Won’t Tell You”
\$37 value



Questions and Answers

Q: “LinkedIn cost \$10 per contact.”

A: Our system works with free account



Questions and Answers

Q: “LinkedIn cost \$10 per contact.”

A: Our system works with free account

Q: “How many connections do I need?”

A: Just 10 connections.



Questions and Answers

Q: “LinkedIn cost \$10 per contact.”

A: Our system works with free account

Q: “How many connections do I need?”

A: Just 10 connections.

Q: “I can’t write email!”

Q: We provide you what to write.



Questions and Answers

Q: “How do I get the product and how long will it take to get?”

A: Files are delivered instantly via downloading.

Via our website.

Start the system within 2 minutes.

Upgrades provided automatically



Recap

No Risk to you!

Go for it! Be Bold!

Do it now!

I want to hear about your success.

Thanks!

