

### HOW TO FIND “HIDDEN JOBS”

**1. Network:** Let everyone in your network know that you are looking for a job and the kind of job you want. Most employers receive enough applicants without advertising. Employers often prefer to hire a person who has been referred by someone they know and trust.

**2. Search the Internet:** Research industries and companies online. Check out the “About Us” section of websites where employment opportunities are sometimes listed.

**3. Make Direct Contacts:** Get out there and make yourself known. Visit as many employers, agencies, and organizations in person as you can.

**4. Search the Yellow and White Pages:** This is the fastest way to find a list of employers in a specific field or area.

**5. Visit the Chamber of Commerce:** The Chamber may be a resource to provide information on companies that are current, new, or expanding.

**6. Perform Informational Interviews:** Individuals may be able to lead you to possible job openings and/or help you create a reputation with a company when a position does become available.

**7. Consider Temporary Work:** Use temporary employment agencies (i.e. Manpower, Kelly Services, etc.) to help you get your foot in the door.

**8. Read Local Newspapers:**

- a. Look in the Business Section for information including:
  - i. What employers have new contacts?
  - ii. Which employers are declaring increased dividends?
  - iii. Who is opening new stores or expanding?
  - iv. What employers or public offices are writing grants?
  - v. What businesses are moving to new locations?
  - vi. What employers have purchased new “high-tech” equipment?
- b. Look in the ‘People On the Move’ column for:
  - i. Who has been promoted?
  - ii. Who has been transferred?
  - iii. Who is retiring?

**9. Be On the Lookout - Pay attention to signs as you drive or walk by:**

- a. Construction Sites:
  - i. Who is the builder?
  - ii. Who is the building for?
- b. For Sale or Lease Signs:
  - i. Where is the tenant going?
  - ii. Who will be the new tenant?

### UNADVERTISED JOBS

It is estimated that only 20% of available jobs are ever advertised, which means that 80% of the jobs that are available are “hidden.” Most of these positions are filled by the “who do you know” method of employee recruitment. It is still important to look in newspapers and on job search websites, but they should not be your only means of job searching.

Hidden jobs are found by people who are actively investigating companies where they want to work, networking with everyone they know, and are not waiting for the job to come to them.

# CONTACT

## NORTHWEST MICHIGAN WORKS! CENTER LOCATIONS

### Traverse City

1209 S. Garfield Ave., Suite C  
Traverse City, MI 49686  
1-800-442-1074

### Cadillac

401 N. Lake Street, Suite 700  
Cadillac, MI 49601  
(231) 775-3408

### Manistee

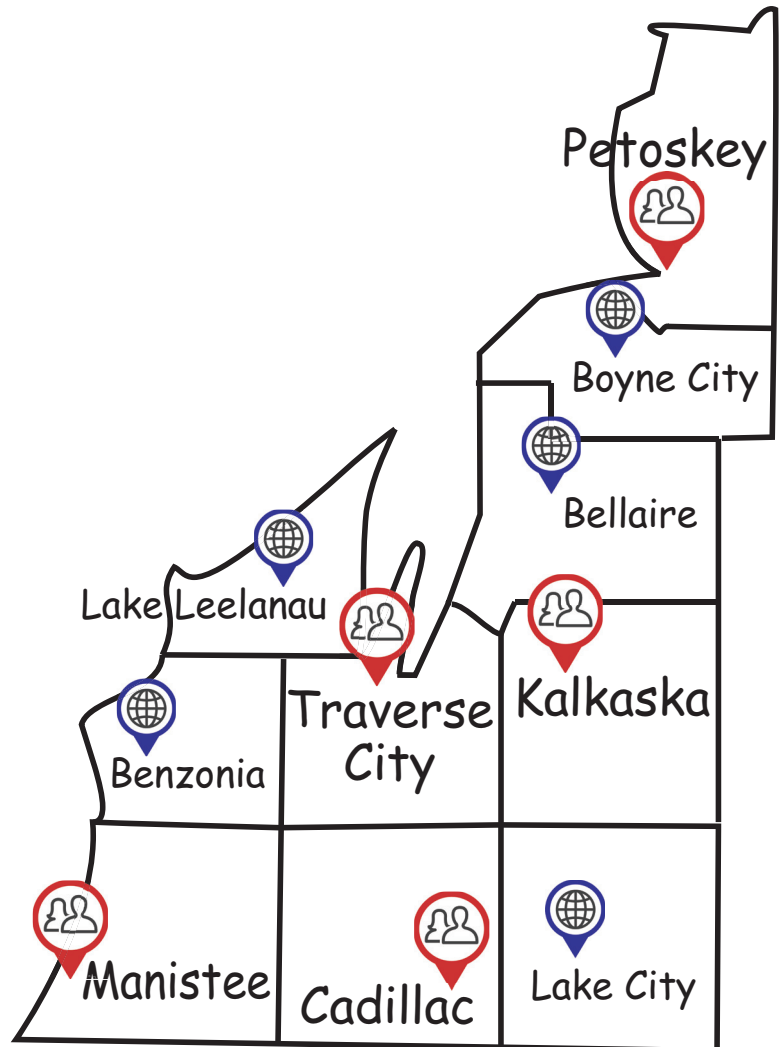
1660 Manistee Hwy  
(US 31 South)  
Manistee, MI 49660  
(231) 723-2535

### Petoskey

2225 Summit Park Drive  
Petoskey, MI 49770  
(231) 347-5150

### Kalkaska

103 Third Street  
Kalkaska, MI 49646  
(231) 258-8889



Centers



Access Points

[NWMichWorks.org](http://NWMichWorks.org)

*Connecting You To Opportunities*