



How to Use the Hidden Job Market in Your Job Search

DEVELOP A PLAN OF ACTION

1. Identify prospective employers
2. Contact employers—by phone or email
3. Follow up—with resume and cover letter
4. Track Responses
5. Follow up again as needed

STEP 1: IDENTIFY PROSPECTIVE EMPLOYERS

Try any or all of these helpful tools:

Using LexisNexis to create a prospect list

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Access LexisNexis Academic from the library's [Databases](#) page at:

<http://www.lib.k-state.edu/db/alpha/l.html>

1. Click the Business tab (located in the upper left corner)
2. Identified a company and want to find others in the same industry?
 - a. Look up the company by name.
 - b. Look for the *Primary SIC Code* (4-digit numeric description of a company's business activities)
 - c. Search by SIC for other companies in that industry.
3. Don't have a specific company? Use the *SIC Look Up*.
4. Click the *Create a Company List*. Consider these variables:
 - a. Number of employees—use this field to limit results
 - b. SIC code
 - c. Geographic Information limits the search by state, city, county, zip code
5. Click *Create* and the list displays in *preview* mode.
6. Click the *Next: Customize List* button.
7. Select those variables you want displayed and use the dropdown menu to select the order in which the companies are listed.
8. Click *Update Company List* button to see your list.
9. To change the look of the report, click either the *Edit Search* or *Customize* links.
10. Click the *Download Selected Items* button to import results into an EXCEL spreadsheet.

LinkedIn: <http://www.linkedin.com/>, professional level networking site. Good info for getting started found on the [LinkedIn Grad Guide](#). Tip: Join the K-State Alumni Association Group, search for grads with your major. Join discussions, ask individuals for advice (not jobs).

Hoovers.com: <http://www.hoovers.com>, great site for industry and company research

STEP 2: CONTACT EMPLOYERS

Sample Elevator Speech

This is a 15–30 second speech that briefly tells an employer or any networking contact about you. The speech often responds to the prompt “Tell me a little bit about yourself.” The specifics of the response often change depending on your audience, but typically include:

1. Introducing yourself
2. Telling what you do: focus on what you do that would benefit the prospective employer
3. Stating your competitive edge or what is unique about you

Sample Elevator Speech (*Underlined items should be personalized to you and your interests*):

My name is Willie Wildcat, and I will graduate in May from Kansas State University with my Bachelor of Science in Bakery Science. I am looking for a full-time position in product development in the baking industry. From my internships and coursework, I’ve gained experience in new product formulation. I’ve also strengthened my problem solving skills and gained the ability to manage a product timeline.

Possible follow-up questions:

What suggestions do you have for someone trying to get started in this industry? Who would you recommend I contact to learn more about a future in product development?

Networking Email

Write an email to generate potential contacts or job leads. Remember: You are not asking for an interview, you are asking for advice. By making advice requests, you can tap into a vast network of people who can assist you in your job search. See below for sample email:

Dear Mr./Ms./Dr. _____:

I hope this email finds you well. I was referred to you by _____ who thought you would be a great resource for advice. I will graduate in May from Kansas State University with my bachelor’s degree in bakery science. I am interested in an eventual career in product development in the baking industry.

What advice do you have for someone trying to get started in this industry? Is there someone you would you recommend I contact to learn more about a future in product development? If it would be more convenient to discuss this via phone, my number is (123) 456-7890. Thank you very much for your time. I look forward to hearing from you.

Sincerely,

Willie Wildcat

Additional Resources

7 Secrets to the Hidden Job Market, Donald Asher

<http://www.k-state.edu/ces/students/documents/SevenSecretsHiddenJobMarketSpring2009.pdf>