15% of job postings that are advertised are at the tip of the iceberg.

The remaining 85% of the iceberg is beneath the surface of the water surrounded by lots of the luscious fish—or unadvertized jobs.

Online job postings are convenient and accessible, making them much more competitive.

**HOW TO ACCESS THE HIDDEN JOB MARKET:**

**DIRECT APPROACHES**
Go to the employer

**INFORMATION INTERVIEWS**
Arrange interviews with Industry professionals

**NETWORKING**
Talk to people about their experiences