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
Hidden Job Market

How to Access The Hidden Job Market

Direct Approaches
- Information Interviews
- Networking

Job Postings
- Resume
- Using an ad/job posting
- Trusted agency
- Networker

Internal candidates/referrals
Where employers first look to hire

Where most job seekers first look to work