

GET THE JOB

Find An Unannounced Job

Research shows that 70% of all jobs are not published publicly on jobs sites and as much as 80% of jobs are filled through personal and professional connections, according to a recent report by Deloitte's Future of Work practice.

Many roles are filled before they open by internal promotions or through employee referrals.

Breaking through this wall can greatly increase your chances of landing one of these elusive jobs. The good news? It all starts with networking. And all of us are equipped with the skills to effectively network with people, no matter what industry they are in.

According to experts at Deloitte's practice, job seekers will increasingly need to "find others who can help them get better faster — small workgroups, organizations and broader and more diverse social networks."

Unfortunately, a global



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pandemic isn't really ideal for in-person networking. So how can you build your network in a way that these under-the-radar jobs are more readily available for you to pursue?

Here are eight tips from a recent Inc.com article:

- Start online.
- Leverage your network's network.
- Identify your passions.
- Help your connections out first.
- Add value and clarity.

- Create an online presence.
- Attend networking events.
- Authentically follow up with people you meet.

Let's dive a little deeper into a few of these to help enhance your networking skills.

START ONLINE

LinkedIn and other professional networking sites make it easier than ever before to find valuable connections across your industry. Don't be shy about reaching out to

those ahead of you in their careers.

Set up a virtual coffee meeting or just pick their brain with some simple job networking questions.

If this level of proactivity isn't quite your style, research their online profiles to see how they are positioning themselves. What language are they using to describe their skills? How are they selling their talents within their industries?

You can learn a lot about how these professionals are getting ahead, and then follow their strategy to find your own success.

You may also find that these types of professionals are willing to share job announcements before they go out to the masses? Especially at smaller companies, these types of grassroots recruitment efforts are more widely used, giving candidates like you a chance to find these types of positions.

HELP YOUR CONNECTIONS OUT FIRST

Never underestimate the power of giving back before you even receive. In the job market, this can pay major dividends when it comes time for someone to give you a strong referral or relationship.

Giving someone a job tip or a mentoring session without expecting anything in return is a great way to build credibility with people. It shows others that you are invested in their career growth, which helps position you as a trusted expert and coach.

And with this type of reputation on the job market and network willing to help you along the way, you will be more apt to learn more about job openings at companies before they are announced.

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HOT JOB PROFILE

MASSAGE THERAPISTS

Number of jobs in 2019: 166,700

Job outlook, 2019-29: 21% (much faster than average)

Employment change, 2019-29: 34,400

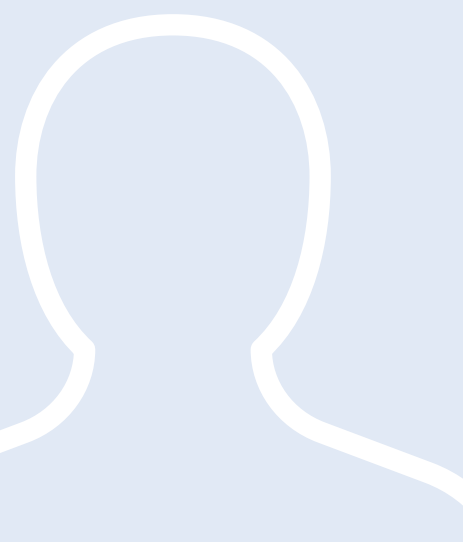
The role: Massage therapists treat clients by using touch to manipulate the muscles and other soft tissues of the body.

Education required: Massage therapists typically complete a postsecondary education program of

Source: U.S. Bureau of Labor Statistics

500 or more hours of study and experience, although standards and requirements vary by state or other jurisdictions. Most states regulate massage therapy and require massage therapists to have a license or certification.

Job outlook: Demand will likely increase as more health care providers understand the benefits of massage and these services become part of treatment plans.



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