



Secrets from the “Hidden Job Market”

43 million

Did you know that employers hired 43 million people in 2011?

70%

Americans change jobs every 4.4 years, which creates 70% of all job openings.

80%

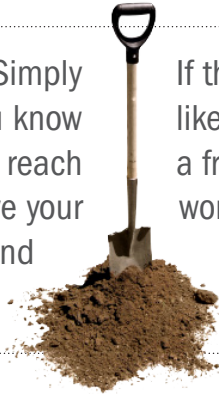
More than 80 percent of all job openings are not advertised to the public.

88%

of hiring managers say *friends of employees* are their #1 source for quality hires.

The quality of friends recommended by employees can be **ten-times higher** than those who apply without an inside connection.

Getting started is easy. Simply make a list of all the people you know who work in your industry. Then, reach out to them. Ask if they would give your resume to their hiring managers and put in a good word for you.



If there’s a favorite business where you’d like to work, **do some digging.** Find a friend, relative, or friend-of-a-friend who works inside that company. Ask if he or she would give your resume to the manager and put in a good word for you.

{ Psst. You didn’t hear this from me, but— rumor has it that you are **50 times** more likely to get hired if you have an employee connection. }

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Print, iPad, Kindle, Nook



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