

# Job [hunt]ing

**Frankly, almost all of us are amateurs at it.**

If we find ourselves needing to make a career move, we may pick up a book about job search and start cramming. We might check out a couple of websites for advice on resumes or how to interview. Maybe we attend a workshop to learn techniques for finding employment.

Of course, most people just feel their way along until they land a job offer. And they make a lot of rookie mistakes.

It's not that job hunting is so complex. It's just that we don't do it on a regular basis.

Actually, searching for a new job is a game of fundamentals. We're not likely to score with some trick play, but rather by mastering the basic "blocking and tackling."

This handbook boils down the latest job-related research and gives you the know-how you need. No more "winging it." No more wasted effort on a time-consuming, trial-and-error approach.

Here's the hard core truth about job-hunting practices that work best.

CHAPTER 1

Net[work]ing

Studies from a variety of sources, including the U.S. Department of Labor, rank networking as the most effective way to find employment.

At least **70% of people find their jobs via their network.**

The success rates for job search methods are as follows:

Identify decision makers and network to them	70-85%
Identify decision makers, send resumes, and cold call	8-10%
Contact recruiters	6-7%
Reply to advertised postings (online and classified ads)	4-5%
Send mass mailing of resumes (no follow-up calls)	2-3%

**Networking works the best for several reasons:**

- There are far fewer job candidates competing for unadvertised openings. Networking is the only way for you to find these **“hidden” jobs**.
- Networking can get a job candidate on an **employer’s short list** even before there is a job vacancy. Eventually, every company has a vacancy.
- Employers simply prefer to **hire referrals**. It’s less expensive and less work than hiring a complete stranger.

65%

*More than **65%** of jobs are unadvertised.  
For these jobs, it’s not just what you know  
but who you know.*