Many If Not Most Employers Hunt for Job-Hunters in the Exact Opposite Way from How Most Job-Hunters Hunt for Them

The Way a Typical Employer Prefers to Fill a Vacancy

From Within: Promotion of a full-time employee, or promotion of a present part-time employee, or hiring a former consultant for in-house or contract work, or hiring a former "temp" full-time. Employer's thoughts: "I want to hire someone whose work I have already seen." (A low-risk strategy for the employer.) Implication for Job-Hunters: See if you can get hired at an organization you have chosen—as a temp, contract worker, or consultant—aiming at a full-time position only later (or not at all). Using Proof: Hiring an Unknown Job-Hunter who brings proof of what he or she can do, with regards to the skills needed. Implication for Job-Hunters: If you are a programmer, bring a program you have done—with its code; if you are a photographer, bring photos; if you are a counselor, bring a case study with you; etc. Using a Best Friend or Business Colleague: Hiring someone whose work a trusted friend of yours has seen (perhaps they worked for him or her). Implications for Job-Hunters: Find someone who knows the person-who-has-the-power-to-hire at your target organization, who also knows your work and will introduce you two. Using an Agency They Trust: This may be a recruiter or search firm the employer has hired; or a private employment agency—both of which have checked you out, on behalf of the employer. Using an Ad They Have Placed (online or in newspapers, etc.). Using a Resume: Even if the resume was unsolicited (if 6 the employer is desperate).

The Way a Typical Job-Hunter Prefers to Fill a Vacancy

The Internet: The 10% Solution