PERSISTENCE
Breaking into the Hidden Job Market will require persistence. An effective campaign will involve a combination of tactics: writing a letters of introduction, sending out resumes, calling on the telephone, writing follow-up letters, and visiting the companies in person. Your goal is to establish rapport, create a positive impression, and get an interview. You must continually remind the employer of whom you are.

SALES APPROACH
Prospecting is a term that is recognized by people involved in the selling profession. Every salesperson understands the value of good prospecting. Whether you are trying to sell a product or trying to sell yourself, it is vitally important to generate a list of prospects. Some of the prospects (or potential employers) you will be able to identify will result from your networking efforts. Otherwise, a good deal of your prospects may come from sources you have generated entirely on your own through a process described as "Cold Calling."

PROSPECT LIST
Generating leads by creating a good list of qualified prospects is vital to job seeking success in the same way that it is vital to sales success. Your goal is to compile a list of possible employers (prospects) to whom you can target your marketing efforts. Once you have a good list of prospective employers, you can then launch a campaign designed to establish rapport, gather information, and create demand.

TOOLS
Some of the best prospecting tools include Chamber of Commerce Directories, Better Business Bureau Listings, Directories of Associations, Professional Journals, and Trade Publications. Newspapers often run special sections about new and existing businesses.

The Yellow Pages Telephone Directory is probably the most ideal resource. Virtually every business, agency, organization, and governmental entity is listed. On yellowpages.com, the categories are indexed by business type. You can also search companies via the internet. Identify all the category headings that relate to your field.

COLD CALLING
Cold Calling means making initial contacts with individuals you've never met before. Whether in person, by mail or by telephone, it involves calling upon a person with whom you have had no prior contact and for whom you have no detailed background information. It means approaching a potential employer without an appointment and introducing yourself. Once you have established rapport with this new contact, this previously unknown individual becomes a source of vital information that can now provide referrals and job leads. This person may be hiring or may know the names of potential employers who are hiring. To be sure, this informal method of contacting prospects requires an assertive, approach on the part of the job hunter. Cold calling requires confidence, determination and courage.

GO FOR THE COMPANY
Pursue the company, not the job. When prospecting, don't concern yourself with ads for job openings and inquiries into who's hiring. Compile your prospect list based on companies and organizations that are involved in the kind of work you want to do. Select companies in your field and then initiate contact with them.

When calling or contacting a small organization, ask for the manager. In a larger organization, ask for the person in charge of the functional area you are interested in. Do not ask for the personnel department or the human resource department. You can search for individuals that work at the companies on your prospecting list via LinkedIn.