

HIDDEN JOBS

On LinkedIn

Stop wasting your time

😊 By Eser Belik

FIND THE JOB YOU WANT
BEFORE EVERYONE ELSE!

In this report I will show you how to:

- Find the most relevant people to help your career (whichever industry or profession)
-
- Extend your network using tested & proven methods, avoiding LinkedIn's built in controls!

SNEAKY

- I will even give you message templates proven to convert into acceptances. Just copy/paste! 😊
- Why looking for work on job boards is a waste of time
- The preferred methods for hiring
- How to break into this circle of privilege & influence to find your dream job.

Where are all the jobs?	4
Online – The Job search made easier...yeah, right!.....	5
So what are the preferred sources of candidates?	7
Get connected	9
Developing your network	18
Using LinkedIn...The Sneaky Way!.....	20

I am constantly hearing that there just aren't any jobs out there.

Are you frustrated with sending application after application and not even getting a reply? Not even a courtesy email to acknowledge your application!

Anyone who has looked for work has thought;

If only I was part of this secret network of winks and nods.

Why doesn't someone tap me on the shoulder and acknowledge my genius?!

I'm good! Really good, just give me that job!"

If this sounds like your experience then don't worry, you are not alone. The truth is that almost everybody experiences this frustration because they're all using the same methods to look for jobs.

I know it's a tough market right now, but there are lots and lots of hidden jobs out there. That's what I want to share with you for the first time in this report.

If you follow my instructions step by step, then you will have an endless supply of jobs and offers for the rest of your career. Sound good? Then let's get started already!

Where are all the jobs?

Well believe it or not, the jobs are out there and companies want to hire you. The main problem is for you to find each other.

This problem has existed for centuries and unfortunately most of us are still stuck with our old assumptions about finding a job we want.

Look for job ads, call/email CV and hope for the best. You might ask your friends, colleagues or family if they know of any opportunities.

The problem is everybody else looks for the same job ads that you do, which makes competition fierce. Your friends and family are likely to know very few people in the industries you want to work in.

Who are all these people getting jobs through family and friends of friends? Well yes, it does happen because there are good reasons for companies to prefer referrals. But don't let that put you off.

Understanding why this happens is important to breaking into the circle and forming your own unique network of career opportunities.

Hiring a new employee is a big risk for a company. Not just financially, but the person doing the hiring risks embarrassment if they hire someone who doesn't perform to expectations.

There is an easy way of limiting this risk and save the time it takes over many interviews to get to know someone; hire someone who comes with a recommendation from somebody you already trust.

A friend, colleague or a friend of a colleague who knows someone who knows someone, at worst.

It doesn't always work, but it plays to our instincts that something familiar is less of a risk than a complete stranger. It also spreads the blame if things don't work out because Bob from IT recommended Joe.

It's social selection and is hardwired into the way we think about people.

Online – The Job search made easier...yeah, right!

The move from newspapers to online job ads just made it so much easier to look for and find...job ads. In truth it just made it easier and cheaper to advertise to candidates. It has barely helped candidates.

Unfortunately online jobs sites have not made it easier to find a job. Many of the job ads simply serve the purpose of attracting applications when there really isn't a real job supporting the ad.

I know that sounds strange. Why would anyone bother?

Well there are a number of reasons but the main reasons are:

- Promoting the brand of the recruitment company
- Attracting CV's of desirable candidates to add to the database for when real jobs need to be filled.

There are laws against this in many countries around the world and though recruitment consultants will deny it, almost all of them do this because it helps their business.

If you have been job hunting for a few weeks, you will notice the same job ads appearing over and over again, republished with a new "posted" date so they appear to be recently listed.

Don't waste your time. Those same ads will continue to appear in 12 months time.

The other thing is that EVERYBODY sees those same ads on job sites. The competition for them is intense, which makes it difficult to stand out.

What you probably don't realize is that by the time those jobs are posted, the recruitment consultant has exhausted all of their preferred sources for candidates.

A job ad (when it's for a real job!) is basically a "hail Mary" shot from the other end of the court. It means the company has tried every other

preferred method but just couldn't land the candidate, so they're trying the option of last resort.

Recruitment consultants actually prefer not to advertise their real jobs because they too face intense competition from other recruitment companies trying to steal their clients.

For example, if you recruit for the telecoms industry within a particular city and you know 1 of the major players is undertaking a significant IT project and then you see an ad for IT project managers with telecoms experience, it doesn't take much effort to know which company is doing the hiring.

Rival recruitment companies then work their way through the switchboard and try to steal the business. Now of course you might think this is unethical, but that's the nature of the business.

So what are the preferred sources of candidates?

1 – Filled internally - every company wishes they could fill their positions without needing to go outside their company.

2 – Previous employee – people leave for all sorts of reasons that are not necessarily because they were unhappy. These days, companies are often very happy to welcome back previous employees because they bring additional experience with them from other companies/industries.

3 – Staff recommendation – companies are becoming very enthusiastic about this because it is assumed that friends of employees are similar to them, therefore are likely to fit into the company culture much easier. It's also a cheaper option to give the employee a referral fee than pay an external consultant.

4 – Recruitment consultant

Throughout this process the company wants to limit its exposure to both financial cost and hiring risk. In many cases, they have no other alternative but to engage a recruitment consultant and even they have their own preferred options:

- 1 – Registered candidate (internal database)
- 2 – Referral from existing contact
- 3 – Job Ad

So not only are most people entering the job hunt at the least preferred stage (the job ad), they are also doing so at the most competitive stage when the job is exposed to the entire market.

Both the hiring company and the recruitment consultant are trying to do the same thing; limiting their exposure to risk by using their preferred sources of candidates. They do this by hiring from their inner circle within their network.

1st degree – candidate has a relationship with the company

2nd degree – candidate has relationship with someone known to the company

3rd degree – Unknown.

The further out of the network, the higher the risk and cost of recruitment to the company. It's also more competitive for the candidate.

So how do you get closer to the hiring process?

Well I'm sure it won't surprise you that it's all about relationships and that's what I'm going to show you right now. Creating your circle of endless career opportunities, tailored specifically to your career aspirations.

I'm going to show you how to:

- Find the people who can help you most
- Use my templates for crafting your approaches
- How to engage with them so you get a follow up
- Expand your network with highly valuable contacts

Do this right, follow my instructions step by step and you will have direct access to jobs for the rest of your career ***before they are advertised.***

Get connected

If you haven't already got an account on LinkedIn, you should after you're finished this report.

LinkedIn is the world's largest business social networking site with over 100m users and 86m unique visitors per month.

Whereas in years gone by one would take great pride in having a Rolodex with a list of great contacts, all of that has now moved online and LinkedIn provides a great platform to keep in touch.

The best thing about the site though is that you can look for people who might be useful to you. Whereas in the past one had to rely strictly on referrals and conferences (still great sources of networking), LinkedIn now allows you to look for dozens of people by many different filters from city, industry, company, seniority, job title etc

This report isn't about the benefits of social networking. It is about how to strategically network with the right people, how to find them and engage in dialogue in order to build a relationship. Then the opportunities will flow your way.

So let's go through this step by step.

1. Create a LinkedIn account

To do this you need to have a valid email to confirm your registration.

Go to www.linkedin.com

Fill in your first and last names, email and create a password

Click "Join Now" to register.

Check your email to confirm your account.

Email: Password:

Join LinkedIn Today

als

First Name:

Last Name:

Email:

Password:

6 or more characters

*

Already on LinkedIn? [Sign in.](#)

Next, fill in your profile

Some people have their CV in full detail, while others simply have the title, company and tenure.

You need to provide enough information for the reader to understand your skill set, without turning it into an essay.

However if you keep it too short, then you miss out on crucial search optimization meaning you won't show up very often or high enough when people are searching for your candidates with your skill set.

So how much is enough?

Your Profile: Job titles, experience and skills

Well let's first start with your title.

It needs to be descriptive of both your job and your aspirations.

You don't need to stick to the "official" title you were given in the company because quite often these are quite arbitrarily allocated and don't always accurately reflect what you actually did.

For example the titles account manager or analyst have become generic terms that don't necessarily describe the nature of your role.

It might be more appropriate to add Sales to Account Manager or just Relationship Manager if this describes the role more accurately.

Same with Analyst type titles. Analyst might mean project manager in which case it might be more appropriate to use a variation of project manager, especially if you want to pursue project management positions.

Once you have settled on your title, it's time to fill in the detail.

Bullet points are best as they provide the essential information in an easy to read format. Bullet points are also more inviting to the eye than paragraphs.

Focus on the skills employed in your position as these help you appear more in searches.

Save the details of your achievements for your CV and the follow up conversation. The purpose of your LinkedIn profile is to get noticed and develop interest in following up with you. It is not supposed to be an encyclopedic record of your entire career.

With this in mind, one of your job profiles might look something like this:

Project Manager

- Project planning (Prince II)
- Business case development
- Request for funding
- Project management & delivery

- Stakeholder management

Note that these are descriptive of the skills that a good project manager will need to have. You need to use similar types of terms for your previous job titles.

If you are not sure of what they might be, search the job boards using your previous titles and note the terms used to describe the desired skills. If they are relevant to you, use them.

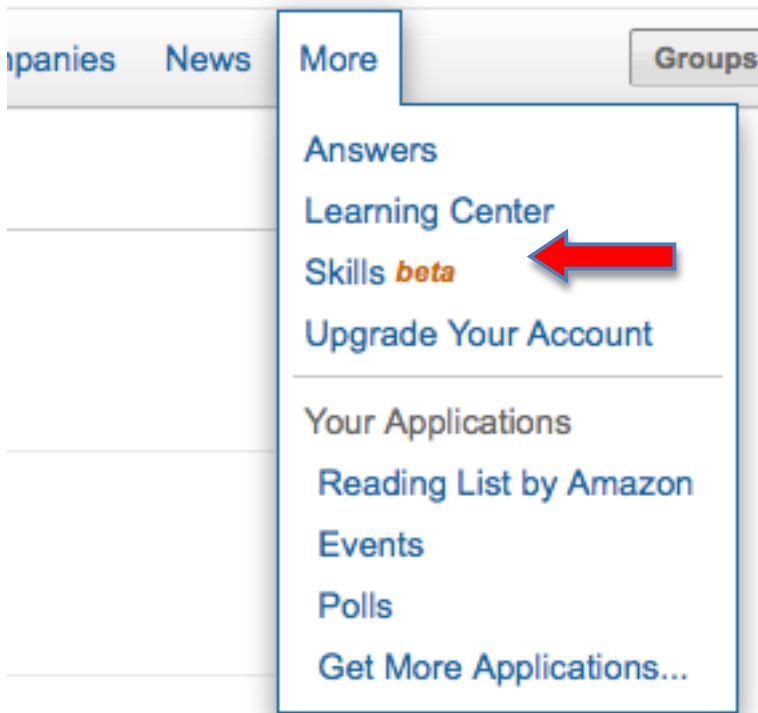
You should not be writing in full sentences, let alone paragraphs. You are essentially listing your skill set.

Complete this for each of your previous roles and you should have a good looking profile shaping up.

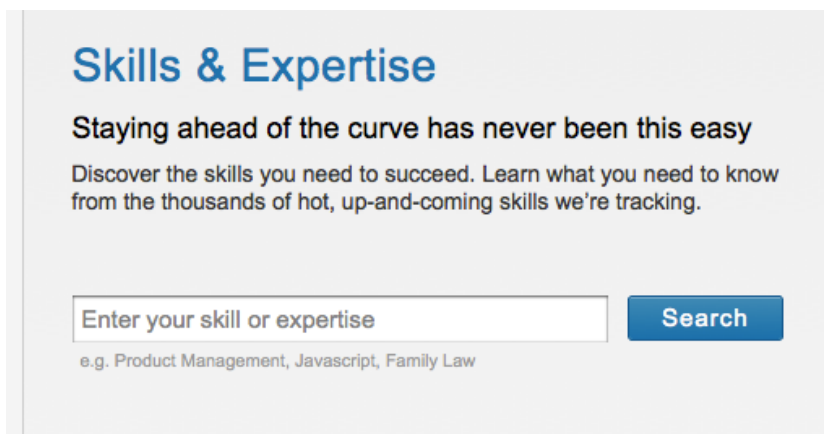
Skills

LinkedIn is trialing a new feature that allows you to list your skills as tags which help to further optimize your profile for searches even more. It's only in beta form, but why not start using it before everybody else? These will not appear within your job descriptions, but as a separate section altogether at the bottom of your profile.

- In the tool bar at the top of your screen, hover over "more" and you should get a number of options appear.



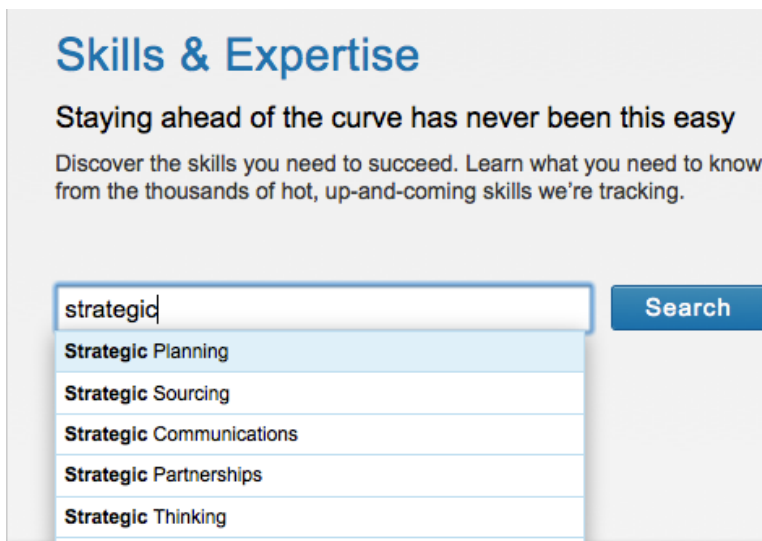
- Click on "skills" which will take you to the next page
- In the left hand side, there is a text field box that says "Enter your skill or expertise"



- Click on there and start typing some of the skills you would like to include.
- As you do this, LinkedIn will start to recommend predefined skills.

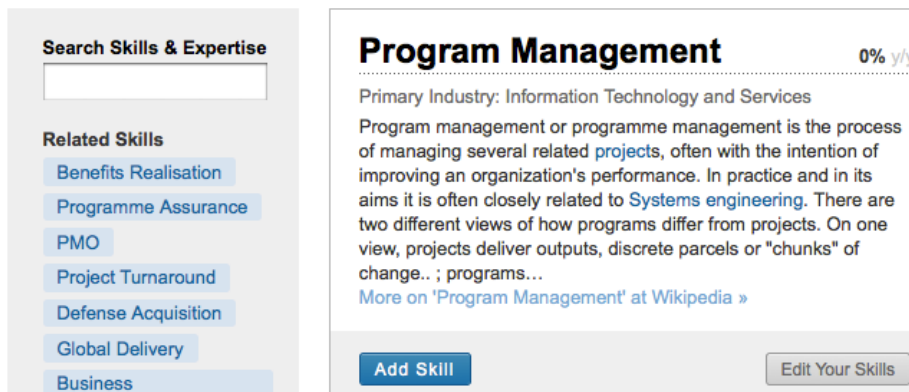
Fast Track Your Career & Increase Your Salary – check out

CareerLaunchFormula.com



- Select one of these and then click "add skill" (see below)
- The skill will be added to your profile.

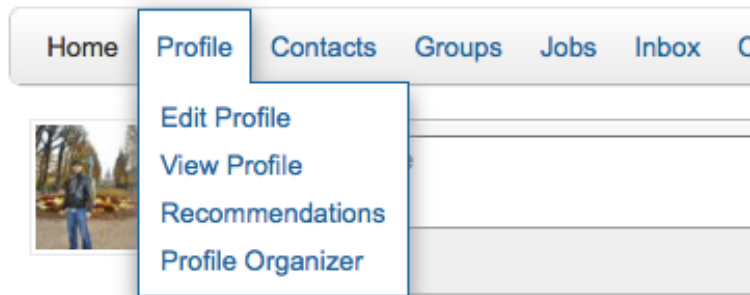
Skills & Expertise *beta* > Program Management



- Repeat for as many skills as you would like to add. There is no limit as far as I am aware, and it can only be a good thing to add more rather than have too few.

If you have a skill that isn't listed, simply type it out in full and create the tag and it will be added to your profile.

Go to [Edit Profile](#) in the tool bar at the top of the page and click on it.



LinkedIn Today: See all Top Headlines for You

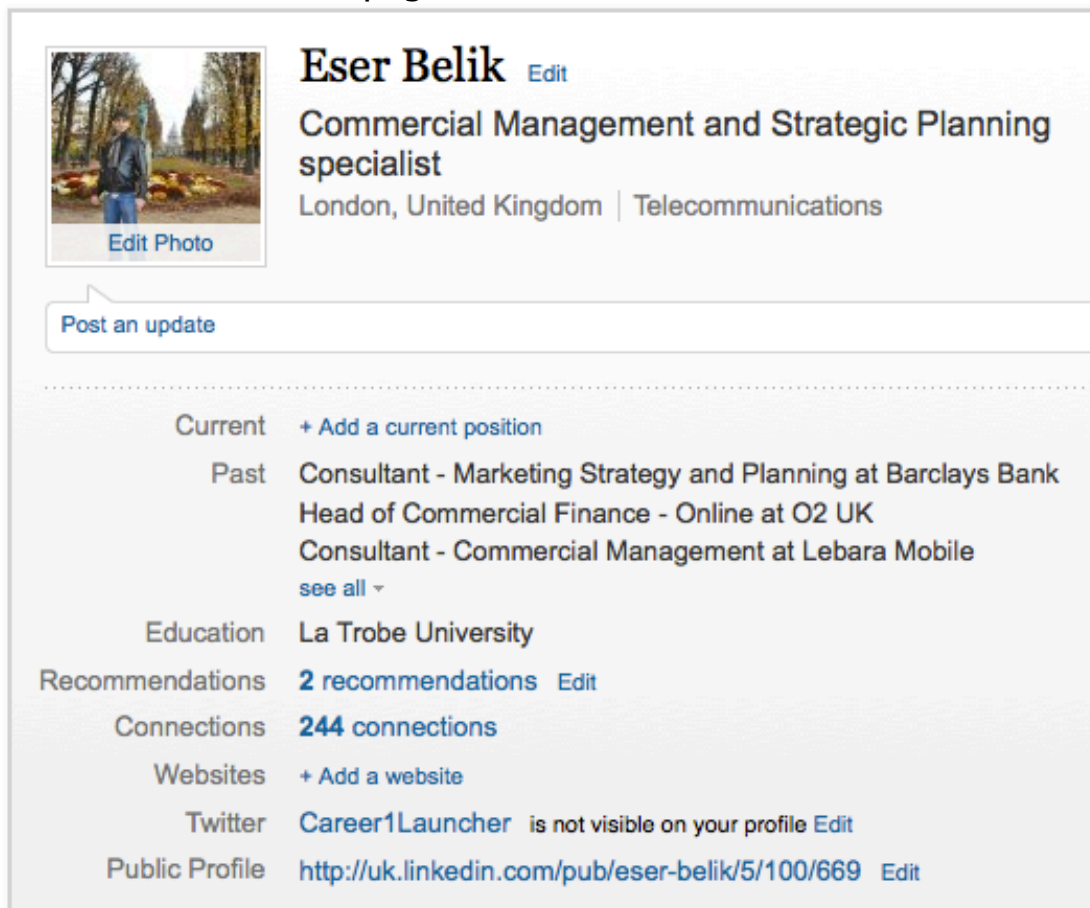
Four Destructive Myths Most Companies Still Live By



Free wi-fi in central London courtesy of Nokia



You should now see a page like this:



Click on "edit" beside your name, which will take you to this page.

Basic Information

Name

First Name:

Last Name:

Former/Maiden Name: 

Display Name: Eser Belik

Eser B.

This option is disabled when you have a public profile.

Headline

Professional "Headline":

Examples: Experienced Transportation Executive, We Visionary Entrepreneur and Investor...[See more](#)

Location & Industry

Country:

Zip Code:

Location Name: London, Greater London, United Kingdom
 London, United Kingdom

Under "Headline" you will find a text field for a "professional headline".

Using a description rather than your job title fill it in e.g. Project Management specialist with commercial focus, or Relationship Management professional with proven track record.

This is what shows up in the list of profiles when recruitment consultants use the search function on LinkedIn and is much more descriptive than a job title.

This is how it will come up on the search page:



Eser Belik YOU

Commercial Management and Strategic Planning specialist

London, United Kingdom | Telecommunications

244 connections | 2 recommendations

Past: Consultant - Marketing Strategy and Planning at [more...](#)

Fast Track Your Career & Increase Your Salary – check out

CareerLaunchFormula.com

Take a look at my professional headline under my name. If a recruitment consultant is looking for someone with strategic and commercial skills, then they're going to click on my details. That is the whole point of the professional headline, to entice the viewer to click through. Job titles rarely do that because they're often non-descriptive.

Be specific and descriptive. Keep it short.

Developing your network

Now that you have your profile set up, it's time to develop your network. This is what will ultimately deliver for you, but you've got to do it in a strategic manner, keeping the end in mind.

There are three types of people you want to add to your network:

- **Recruitment Consultants** who specialize in recruiting for your industry or profession
- **Talent Acquisition/Recruitment Managers** at companies you would like to work for
- **Professionals** you are likely to be working for i.e. 1-2 levels higher than your position.

So let's find some people for you to add to your network.

There are two ways you can search for contacts:

- LinkedIn search function
- Google

To use LinkedIn, first find the names of the recruitment companies who recruit for your industry or profession in your city.

Then enter the search term in the toolbar.

e.g. Chicago Michael Page Marketing Recruitment

Here some more search terms you could use:

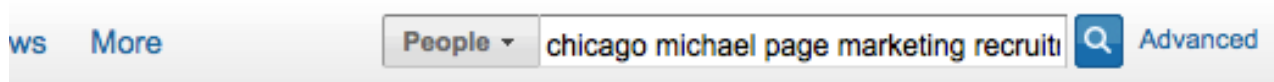
Recruitment lead

Talent acquisition

Lead recruitment consultant

Resourcing consultant

If you do a few basic searches, you'll find plenty of other examples you could use.



Searches

This will bring up a range of results, not all of them 100% relevant, but you will be able to find at least 5-6 that will be what you want.

If they are a 2nd degree connection, you will be able to invite them to your network. If they are 3rd degree or out of your network, LinkedIn asks for you to request an introduction.

*****THERE IS A SNEAKY WAY AROUND THIS*****

Using LinkedIn...The Sneaky Way!

Go to google.com

Type the following to do a site search. That is, a search for results from a specific site. Copy and paste into google exactly as it appears. Make sure google is set to search the web and not any other function.

Site:linkedin.com/pub/ -dir Chicago "Michael Page" +Marketing +Recruitment

"" – this makes sure the entire phrase within the quotation marks is in the results

+ the result MUST include the specified word i.e. +marketing results must include the word marketing.

You can use as many words or phrases that you would like to narrow your search for, including company names, job titles, cities, countries, industries etc but the more you use, the fewer results you will return from your search.

Once you have run your search for one variable, open some results (tabbed viewing in your browser is great for this). Then run another search using a different variable and open some more results.

You might use a different city, industry, recruitment company name etc

Open the profiles you want to view and check that they are relevant to your search.

To the right of the page, you will see options similar to image below:

→ Contact Jennifer Gruezo

→ Add Jennifer Gruezo to your network

View Jennifer Gruezo's full profile to...

- See who you and **Jennifer Gruezo** know in common
- Get introduced to **Jennifer Gruezo**
- Contact **Jennifer Gruezo** directly

View Full Profile


Not the Jennifer Gruezo you were looking for? [View more »](#)

LinkedIn serves up a number of variations of this, but you want to choose the same option every time, which is to add the contact.

In this case, click **"Add Jennifer Gruezo to your network"**
This will take you to an intermediary profile page. Click "Add Jennifer" again.

You will arrive at a page that looks like this asking you to choose how you know Jennifer and a text field for your message.

[Add Connections](#) [Colleagues](#) [Alumni](#) [People You May Know](#)

 **Invite Jennifer to connect on LinkedIn**

How do you know Jennifer?

Colleague

Classmate

We've done business together

Friend

Other

I don't know Jennifer

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Eser Belik

Important: Only invite people you know well and who know you. [Find out why.](#)

Send Invitation or Cancel

LinkedIn is very touchy about spammy messages so you will need to choose **"we've done business together"**. Even if you haven't, it doesn't matter. People are not sensitive about this as they know LinkedIn can be difficult in this regard.

Then simply copy and paste your message text (remember to change the name and other variables where relevant!)

Fast Track Your Career & Increase Your Salary – check out

[**CareerLaunchFormula.com**](http://CareerLaunchFormula.com)

Here are some templates you could use, though you should modify them slightly as there are now likely to be thousands of other people using them too!

To recruitment consultant:

Hi {name}

I hope that you don't mind my approach.

I am a {insert industry/profession/specialty} with experience in {insert skill/experience} & looking for my next challenge. Could you direct me to the person best positioned to help me with this?

Regards,
{name}

Often the person replying to the above message will identify themselves as the person you are looking for (since you selected them based on their profile) and ask you for a CV or perhaps even a phone conversation.

Get your story in line as they will ask you about the usual things like your experience to date, what you are looking for, why you want to leave or left already and of course, how much you want for your salary.

If you plan the conversation, they generally go quite smoothly. This is not an interrogation, they just want to get to know you.

To Recruitment Managers at potential employer:

Hi {name}

I hope that you don't mind my approach.

I am a {insert industry/profession/specialty} with experience in {insert skill} & have great admiration for {company name}. I have invited you to join my network hoping we can be of assistance to each other.

Regards,

{name}

p.s. Are you looking to fill any roles that might suit my skills & experience?
Please take a moment to view my profile & perhaps we can follow up with a chat.

To potential managers:

Hi {name}

I hope that you don't mind my approach.
I am a {insert industry/profession}& looking for my next challenge.

If you're ever looking for {your profession} talent for your team, I'd be keen to have a chat about the value I could add to {company name}.

I have invited you to join my network hoping we can be of assistance to each other some time in the near future.

Regards,
{name}

These three templates will work like a charm because they acknowledge the nature of your approach first, it tells them a little about yourself and finally, it sneaks in your reason for approaching them.

Send invitation!

Do this for no more than 15 per day and between 4-6 in any one sitting otherwise you will trip up LinkedIn's spam settings. If you do this once in

Fast Track Your Career & Increase Your Salary – check out

23

[**CareerLaunchFormula.com**](http://CareerLaunchFormula.com)

the morning, lunch and then in the evening you should be fine with LinkedIn.

If you are worried about rejection, you need to get over it 😊
People are incredibly professional if you approach them in a respectful manner. Don't waste their time by not being prepared and don't be pushy. You are building relationships here, not selling carpet.

The skill in approaching someone is in crafting the message in a polite way so that even if they're not interested in adding you to their network, you get a courteous response. Most people are surprisingly welcoming and very polite.

In any case, networking is what LinkedIn is for. Unlike facebook, which is used to stay in touch with people you already know, LinkedIn is used heavily to connect with people you don't yet know but with whom you might have coinciding interests.

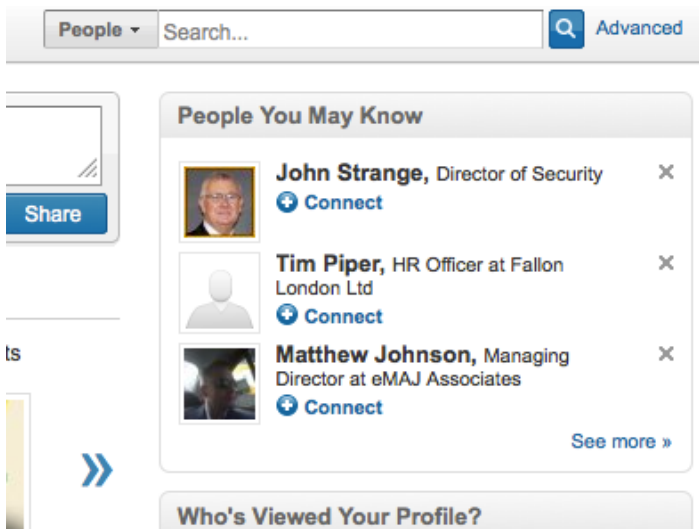
That is why recruitment consultants are likely to accept if your profile is relevant to them because one of the unique features of LinkedIn is that it enables them to take their entire list of contacts with them as they change employers. A recruiter's network is what makes them successful. Before LinkedIn this was very difficult to do.

Since LinkedIn accounts are owned by individuals, not the companies they work for, recruitment consultants understand the value of developing their network with relevant contacts.

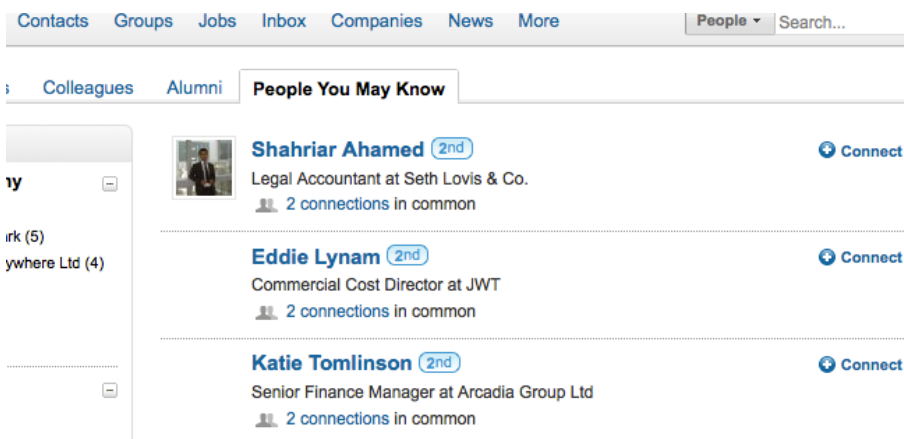
Talent Acquisition Managers at employing companies find themselves in a similar situation to recruitment consultants, though slightly less acute.

Now that you have added some people to your network, LinkedIn begins to work some of it's magic by suggesting other people that you might want to connect with.

It does this in two places. To the right of your home page as indicated below. Always click through to the profile first to check their relevance to your career before adding them to your network.



LinkedIn also provides you with further suggestions after you have sent an invitation by taking you to this page.



Again, click through to the profile and then add to your network.

So you are probably wondering what all that was about and where is the endless stream of job opportunities I promised you.

Well this is where the magic happens. Now that you have taken the time to build your network you should have 40-50 recruitment consultants who work specifically to recruit for your industry and profession.

I have averaged about an 80% acceptance rate using these methods and most of them result in a phone call if I suggest one. I recommend that you do this and prepare your career story for the discussion.

Sending 15 invitations per day should result in at least 7 acceptances. So it this won't take you more than 7 days to achieve a network of 49 highly relevant contacts who recruit specifically for people like you and 200 in a month!

If you recall the preferred methods recruitment consultants employ and the reasons why they chose candidates on their internal database and professional network, well this is exactly where you have put yourself.

You are now in their inner circle if you have sent your CV as a follow up to the initial invitation to connect. Your details are on their database for ALL of the recruitment company's consultants to search.

Furthermore, you should have added consultants from within the same recruitment company.

You have had a phone conversation about who you are, your experience and skill set as well as what you offer a potential employer.

You have established a personal connection, which is important for the next step.

When a consultant has a new role they are working on, they post it on their LinkedIn account for their network to see and help them fill the vacancy. That means you!

This is visible to you through your LinkedIn feed, which means you get to see the job before the rest of the market does.

This is your highly targeted, self-customized job board that now feeds you numerous opportunities every day.

Now that you have established your relationship with the consultant, when they post a job you are interested in knowing more about, all you need to do is send them a message (privately) expressing your interest about getting more information and perhaps discussing it further.

You're very own private job board with REAL jobs where people will reply to your approaches because it is in their professional interest to treat you with respect.

You can stop applying through faceless job boards that treat you like a robot. I haven't used one of those in years. Finding a job is about your relationships and you now know how to establish your own circle of influence to bring you opportunities when you need them.

The great thing about this also is that you can download your contact list, extract the email addresses and then send a "broadcast" email when your circumstances have changed and ask your contacts to get in touch to discuss your changed circumstances.

Thanks Again For Your Purchase.

I really do appreciate it.

I hope that I've provided you with value and shown you just how powerful a good network is. Hopefully you are now well on your way to taking all the steps I have shown you.

Here's the thing...

It's vitally important that you continue to invest in your development and constantly push beyond your comfort zone. There's no other way to fulfill your potential.

The internet has made information so much easier to find. All we need to do is reach out and extend ourselves. Ask the right questions and then **try new things**. The possibilities are endless.

That's why I have created the CareerLaunchFormula.com

Having worked in more than a dozen companies as a consultant, I see so many people really struggle to realize their potential due to the same old problems.

Whether they have a bad manager, difficult colleagues or just haven't been able to make it all click yet.

If you are tired of the same old office politics (I know, they're childish & can make life miserable), you owe it to yourself to find out how to play to win.

NOW is the time to make your move & get your competitive advantage.

The CareerLaunchFormula.com is **NOT** about -

- Playing games with colleagues
- Sucking up to executives
- Playing politics

This is **NOT** about any of that.

The **Career Launch Formula** is about real career acceleration!
If you want to move up in your career & increase your salary, then I've got just the thing for you.

Go to CareerLaunchFormula.com because I've got some great FREE stuff for you:

- **2 BONUS VIDEOS**
 - BONUS VIDEO 1 – I'm going to give you Career Launch Blueprint – 3 under the radar tip & tricks you can use right away to launch your career
 - BONUS VIDEO 2 -We are going to go into detail about the Career Launch Formula...to put you on the fast track.
- **SPECIAL REPORT:** Biggest Career Mistakes

It shows you how to:

- Avoid being the victim of office politics
- Plan your next promotion (step-by-step...I actually TELL YOU what to do) instead of hoping or just expecting it only to be disappointed
- Explains the dynamics of influence and how you can get other people to become fans and advocates for you
- Use this formula for the rest of your career, promotion after fast promotion

Here's the thing...the formula works. It's step by step and it works in any industry and any organization because the underlying principles are universal.

If you haven't done so already, you should sign up for the [pre-launch list](#) before it closes down. If you liked this one, you will LOVE what I have waiting for you at [Career Launch Formula.com](http://CareerLaunchFormula.com)

Thanks again,
Eser