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 Prefer to Fill a Vacancy

1. Using a Resume: Even if the resume was unsolicited (if the employer is desperate).
   - Implication for Job-Hunters: Ensure your resume is strong and tailored to the specific job.

2. Using an Ad They Have Placed (online or in newspapers, etc.).
   - Implication for Job-Hunters: Keep an eye on the job boards and company websites.

3. 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.
   - Implication for Job-Hunters: Choose reputable agencies and be prepared for interviews.

4. 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).
   - Implication for Job-Hunters: Build your network and stay in touch with former colleagues.

5. 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: Prepare a portfolio or project that showcases your skills.

6. 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: Network within your current workplace and seek internal opportunities.

Source: "The Job Hunter's Survival Guide" by Richard N Bolles