

CHAPTER 5 · 6 EXERCISES

TARGET EMPLOYERS AND THE HIDDEN JOB MARKET

(stop waiting for the right advert)

Print a fresh copy for every application. The free interactive lesson for this chapter is at attprofessionallanguageservices.com/dream-job/5/.

TRY THIS 15 minutes · once

MAP YOUR WEAK TIES

List twenty people you know a little: former colleagues, old classmates, people from clubs, friends of friends, past managers, clients, neighbours. Next to each, write where they work now and what they do. You'll be surprised how many work in, or near, your target field.

★ CORE ACTIVITY 60 minutes · in the lesson

YOUR TARGET LIST OF THIRTY

ORGANISATION	FIT (1–5)	ACCESS (1–5)

Continue to thirty on a fresh sheet or in the Application Tracker. Then choose your top ten: high fit, and the best access. Those ten are where you'll focus your outreach this month.

TRY THIS 30 minutes · once

TWO NAMES FOR EACH TOP-TEN EMPLOYER

For each organisation in your top ten, find two people: ideally one in your target team and one who's a mutual contact or alumnus. Add their names, roles and how you found them to your tracker.

TRY THIS 20 minutes · three messages

THREE OUTREACH MESSAGES

Using the five-line pattern, write three messages to people on your list. Read each one aloud. Can it be shorter? Is the ask small enough? Send them this week, and note the date in your tracker so you know when to follow up.

TRY THIS 20 minutes each · five this month

FIVE CONVERSATIONS

Aim for five informational conversations this month. After each one, note in your tracker what you learned, who they suggested, and when you'll get back in touch. Send a thank-you message the same day, mentioning one specific thing they said.

TRY THIS 30 minutes · once

YOUR SEARCH-FIRM SHORTLIST

Find two or three search firms or specialist recruiters who place people in your target role. Ask people in the field which ones they rate, and check who ran recent appointments you admire (they're often named in press releases). Send each a short note with your ten-second line, your target and your CV, and ask for twenty minutes to understand their market.
