



## **The Undercover Job Seeker**

*For Job Seekers*

The conventional wisdom, of course, is that you should make yourself as visible as possible in a job search. Build your brand, network on social media sites, post your resume on job boards – do whatever you can to be in the face of employers and recruiters. There is, however, also an advantage to being invisible or, more accurately, undercover.

Unfortunately, the truism about the importance of maximizing one's visibility in a job search has typically been implemented in venues that cater to job seekers. There are billions of LinkedIn groups, blogs and discussion forums online as well as job clubs and networking groups on earth that cater to those in transition. They attract huge crowds because they provide important psychological and emotional support as well as job leads and tips on job search tactics.

Such destinations, however, do not connect those in attendance with someone who can actually change their status – a recruiter or hiring manager. It would seem only logical that those who are looking for new employees would visit the places where those who are looking for jobs hang out, but in reality, most don't.

Why? Well, it might be that recruiters are concerned they'll be overwhelmed by the crowd. Or, it might be that they think they're unlikely to find the skills they need in such groups. But, the more likely reason is that they have been infected with a new prejudice in the job market. Too many employers now believe that active job seekers are damaged goods. And, that's why job seekers need to go undercover.

### **Sneaking Up on Those Who Can Help**

First, it's still important to remain as visible as possible during a job search. Continue to take all of the steps you have traditionally taken to build your brand and connect with others online and off. Now, however, you're going to take an additional step. You're going to sneak up on hiring managers and recruiters by adopting a disguise.

You're going to camouflage your job seeker persona by assuming the role of the talented, capable person you also are. You remember them, right? They were the person in your last job who had the skills, knowledge and experience to excel at their work. They are also the person you can be for an employer in your next job.

And now, you're going to demonstrate just how good that person is.

- On the Web, you'll visit some of the key LinkedIn groups, blogs and discussion forums that attract thought leaders and others working in your field and industry. Your mission will be to contribute regularly to the dialogue on key professional and work-related topics.

- On earth, you'll attend meetings of your professional society and trade association. Your mission will be to talk with your peers about professional and work-related topics and, if appropriate, contribute to the programming during such meetings.

The goal in both of these endeavors is to be as visible as possible in front of the hiring managers and potential coworkers who can actually facilitate your employment. They're the ones who can tell you about unadvertised openings in their organization, refer you to its recruiters, and connect you with colleagues who need just your kind of talent. And they'll take that step because you're an undercover job seeker so they see you, instead, as the competent, contributing and engaged person you actually are.

Thanks for reading,

Peter

Visit me at [Weddles.com](http://Weddles.com)

Peter Weddle is the author of over two dozen employment-related books, including *A Multitude of Hope: A Novel About Rediscovering the American Dream*, *The Career Fitness Workbook: How to Find, Win & Hang Onto the Job of Your Dreams*, *The Career Activist Republic*, *The Success Matrix: Wisdom from the Web on How to Get Hired & Not Be Fired*, and *WEDDLE's Guide to Employment Sites on the Internet*. Get them at [Amazon.com](http://Amazon.com) and at the all new [Weddles.com](http://Weddles.com) today.