



1.1.1: Jobs

1.1.1.1: Employer site

1.1.1.1.1: 100,000+

1.1.1.1.2: Unadvertised (typically) and poorly promoted

1.1.1.1.2.1: Larger employers receive more applicants

1.1.1.1.2.2: Smaller employers receive fewer

1.1.1.1.3: 100% free for an employer to post on so all jobs there

1.1.1.1.4: Privacy is not much of a concern

1.1.1.1.4.1: No middleman

1.1.1.1.5: Do not sell resume access but may file resume away

1.1.1.1.6: Hound.com (which looks at only jobs from employer sites)--Does not charge employers to post

1.1.1.2: Job sites

1.1.1.2.1: 10,000+

1.1.1.2.2: Jobs are advertised

1.1.1.2.2.1: Larger job sites receive more applicants

1.1.1.2.2.1.1: Promotion in the extreme (ads in SuperBowl, on bus benches, radio)

1.1.1.2.2.2: Smaller sites receive fewer applicants

1.1.1.2.2.2.1: Niche site may receive lots of applicants

1.1.1.2.2.2.2: Unknown or unpopular site

1.1.1.2.3: Key thing: 99.99% charging employers to post (which means expected to deliver lots applicants)

1.1.1.2.3.1: Know how to promote themselves--most sponsored ads on search engines will be from job sites because they are expected to deliver applicants

1.1.1.2.4: Typically charge employers to post (fewer jobs)

1.1.1.2.5: Privacy is a concern (may be severe)

1.1.1.2.5.1: Resume posting can be dangerous

1.1.1.2.5.1.1: May not be applying to job think you are

1.1.1.2.6: Recruiter jobs are common

1.1.1.2.7: Resume access typically sold to employers and recruiters

1.1.1.2.8: EmploymentCrossing (250+ Crossing sites) that look at jobs from recruiters, employers, public interest, government, nonprofit, state career delivery, college and university, association sites, newspapers and more)--Does not charge employers to post

1.1.1.3: Recruiter sites (plus recruiters)

1.1.1.3.1: 10,000+

1.1.1.3.2: Will advertise and promote: Job is to get as many (qualified) applicants to an employer as possible

1.1.1.3.2.1: Largest advertiser on job sites tends to be recruiters

1.1.1.3.3: Recruiter typically promote job for free for an employer but charge fee of 15-40% of your annual salary if you are hired (contingency search)

1.1.1.3.3.1: Employers expect very high applicant quality (to some extent can reduce odds of all best candidates getting hired)

1.1.1.3.4: Recruiter may be retained (paid no matter what search result). Typically used for most senior positions.

1.1.1.3.5: Privacy is a concern

1.1.1.3.5.1: Recruiter may submit resume without authorization

1.1.1.3.5.1.1: Hold on to resume long time for openings

1.1.1.4: Public interest sites

1.1.1.4.1: 10,000+

1.1.1.4.2: Not promoted well and are most likely to be on the public interest site

1.1.1.4.3: Typically no fee (employers own site)

1.1.1.4.4: Privacy is not a concern

1.1.1.5: Nonprofit websites

1.1.1.5.1: 10,000+

1.1.1.5.2: Not promoted well and most likely to be on the public interest site

1.1.1.5.3: Typically no fee involved (employers own site)

1.1.1.5.4: Privacy is not a concern

1.1.1.6: Newspaper sites (plus papers)

1.1.1.6.1: 5,000+

1.1.1.6.2: Jobs are advertised

1.1.1.6.2.1: Larger papers receive more applications

1.1.1.6.2.1.1: Larger papers less regional and open to relocation applicants

1.1.1.6.2.2: Smaller papers receive fewer applications

1.1.1.6.2.2.1: Small papers more regional and prefer regional applicants

1.1.1.6.3: Typically charge employers to post (fewer jobs)

1.1.1.6.4: Privacy is a concern

1.1.1.6.4.1: May not even be applying to the job you think you are

1.1.1.6.5: Larger newspapers do sell resume access

1.1.1.7: Government websites

1.1.1.7.1: 10,000+

1.1.1.7.2: Typically not advertised but may be

1.1.1.7.2.1: Federal government jobs better publicized

1.1.1.7.2.1.1: Does a good job of publicizing jobs

1.1.1.7.2.2: State, county and city jobs less publicized

1.1.1.7.2.2.1: Quality with which jobs distributed varies widely

1.1.1.7.3: Typically no advertising fee involved (or recruiter fee)

1.1.1.7.4: Privacy not a concern

1.1.1.8: State career delivery websites

1.1.1.8.1: 50+

1.1.1.8.1.1:

1.1.1.8.1.2: Typically advertised

1.1.1.8.1.2.1: Applicant quality due to distribution among hard-core unemployed

1.1.1.8.2: Typically free for employers to post

1.1.1.8.3: Some privacy concerns (with private employers and recruiters)

1.1.1.9: College and university sites

1.1.1.9.1: 2,500+

1.1.1.9.2: Typically are advertised to select audiences

1.1.1.9.2.1: Larger college more applicants

1.1.1.9.2.2: Smaller colleges receive fewer applications

1.1.1.9.3: More luck on bad college sites

1.1.1.9.4: Typically free for employers to post

1.1.1.9.5: Privacy not that much of a concern but somewhat

1.1.1.10: Informal networks

1.1.1.10.1: 5,000,000

1.1.1.10.2: May or may not be advertised

1.1.1.10.2.1: Some employers offer bounties (pay employees to bring in people to work)

1.1.1.10.2.2: Many want to work with friends and relatives--so will refer them

1.1.1.10.2.3: Employees can create word of mouth

1.1.1.10.3: Typically no fees involved for job distribution (may be a bounty)

1.1.1.10.4: Severe privacy concerns

1.1.1.10.4.1: Not data theft but too much information, or bad information, being passed along

1.1.1.10.4.1.1: Friends may tell people you do not want to know you are looking for a job

1.1.1.10.5: Read AHarrisonBarnes.com gives a lot of advice about how to track down jobs through informal networks and more. Really is an entire study and discipline.

1.1.1.11: Find jobs that do not even exist yet

1.1.1.11.1: 10,000,000

1.1.1.11.2: Of course are not advertised

1.1.1.11.3: Cold calling and employer with some sort of proposal

1.1.1.11.4: Typically no fee for employers (employer is being sold to hire someone)

1.1.1.11.5: Privacy not really a concern

1.1.1.11.5.1: Only if potential employer shares fact you are looking with those you do not want to know

1.1.1.11.6: Using data sources to do mailings expressing interest in working for employer. Use Dunn&Bradstreet, Hoovers) and other sources that are similar. Industry-specific data (law has Martindale-Hubbel). Companies include EmploymentAuthority.com and LegalAuthority.com.

1.1.1.12: Association websites

1.1.1.12.1: 10,000

1.1.1.12.2: Not necessarily advertised but may be

1.1.1.12.2.1: Many associations powerful and have lots of jobs

1.1.1.12.2.2: Smaller associations not popular also a good source of jobs

1.1.1.12.3: For many employer only place they advertise jobs

1.1.1.12.4: Typically charge employers to post (fewer jobs)

1.1.1.12.5: May be a fee (may not be) mixed. Larger associations charge.

1.1.1.12.6: Privacy may be a concern--especially when association has a lot of recruiter jobs and sells resume access

1.1.1.12.7: Lots of association directories you can find