

## Read The Paper, but Not the Want Ads

### Here are 3 ways to locate job openings using free resources at your disposal:

I interviewed Bob Picha, founder of San Diego-based, *Ideas At Work*, a company dedicated to the release of human potential in individuals and organizations.

Based on 30 years of career-consulting experience, Bob's insights are sure to surprise—and more importantly-help you find a job faster.

Research is your first step in ferreting out job openings. And, since almost everyone gets a daily newspaper, why not start there? But don't spend a lot of time on the want ads, advises Picha.

"I take an indirect approach in looking for companies that might be hiring. For example, I skimmed today's Wall Street Journal and found these tidbits":

- "Toyota now wants 15% of global market share, which means they'll be expanding worldwide and perhaps hiring locally;
- "China is buying \$1.2 billion in telecom equipment from Lucent and Motorola, which points to both firms needing new personnel;
- "Earnings for Cendant rose 19%, so they may be hiring..."

"The list goes on," says Picha.

Two more ways to use the newspaper to uncover expanding businesses are:

1. Monitor the business section for firms signing new commercial leases, a sure sign of a need for increased capacity, and
2. Look for companies receiving venture capital-since it's so difficult to get these days. Such firms are likely to have a viable business model and a need for new employees.

**Your Lesson:** With a little digging, you can uncover the employment clues that point you towards companies in need of new employees. And, you'll have almost NO competition, since 99% of job hunters look only to the help-wanted ads when they read the newspaper.

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