You’ve heard of Nike right?
The shoe and apparel brand...
Meet JobsDirectUSA

America’s brand for jobs, workforce development and social networking
Not just another job board...

Founded in 2008

Member Organization

Social Media Resources

Recruiting Events
Our job is to get America hired!

✓ The recession is over, we are now on the road to recovery

✓ Companies will need to hire and replace jobs lost if they expect to thrive beyond 2010

✓ Getting hired should not be a slow moving process, there are millions of job openings in the U.S. right now – not all are advertised however...
The job search cycle

You

You’re Hired!

Jobs

Networking

Social Media
The job search cycle

The average person spends between 28 – 33 weeks unemployed
The job search cycle

There is no reason why you should go more than 9 – 12 weeks without a job
Six degrees of social media separation

You → LinkedIn → JobsDirectUSA → Decision Maker → Recruiter

You → LinkedIn → JobsDirectUSA → Job Leads
You must spend less time applying for jobs and focus your efforts on getting in front of who’s hiring.
✓ It takes around 30 minutes on average to register and apply on a prospective employers website via their applicant tracking system (ATS)

✓ Your time is valuable and each step is critical – STOP applying blindly! DO NOT become just another applicant lost in the shuffle!

✓ Use JobsDirectUSA as a resource to discover job leads, use LinkedIn to contact Recruiters directly in regards to those leads

✓ Apply when – and ONLY when – you have established dialogue with a recruiter on the inside, they will ask you at some point to apply in person or via their site; at this point you have a go-to person (also referred to as the “who you know” theory)
It takes around 30 minutes on average to register and apply on a prospective employers website via their applicant tracking system (ATS)
Your time is valuable and each step is critical – STOP applying blindly! **DO NOT** become just another applicant lost in the shuffle!
Use **free** resources such as JobsDirectNow.com to discover job leads. Use LinkedIn to contact Recruiters directly in reference to those leads. Use social media contacts to get in front of key decision makers and be on your way to being hired – it’s really that simple!
Follow these steps...
1. Create a “hit list” of at least two dozen employers in your area
2. Search local job listings from thousands of job sites, newspapers and company websites at JobsDirectNow.com
3. Find jobs that appeal to you for which you would like to apply **BUT** refrain from applying just yet.
At this point you need to open up a new browser window and visit LinkedIn.com
4. Run a people search on LinkedIn specifically for Recruiters in your area / city which match the job leads you found on JobsDirectNow.com. If there are no Recruiters then try running a search for just “HR” “VP” or “Director” titles.
5. The ‘gatekeeper’ is always the biggest obstacle faced when trying to reach a decision maker. Use LinkedIn as a tool to go directly to the source, establish dialogue, get in with who’s hiring and skip to the front of the line.
6. Apply when and ONLY when you have established dialogue with a recruiter on the inside, they will ask you at some point in the process to come in for an interview and apply either in person or via their website; at this point you have a go-to person on the inside.
✓ You don’t get paid to look for work, use your time wisely!

✓ Spend less time searching & applying for jobs and focus more on getting in front of who’s hiring

✓ Apply only for jobs that match your skill set; otherwise you will be wasting your time and that of a Recruiter.

✓ Your job is to find a job; you MUST put yourself in front of Recruiters and Hiring Managers

✓ Use Social Media and in person networking events to form new relationships; it’s all about “who you know”

✓ Sell yourself on who you are, not what you are, and what you can / will bring to the table
Insanity: doing the same thing over and over again and expecting different results.  - Albert Einstein
.....The rest is up to you!