

# Is Anybody Getting Hired Today?!

by

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The Rules of the Hiring Game Have Changed . . . Forever!*

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**D**espite what you may have heard or have been led to believe by the “doom and gloom” news media, the answer to the question posed in the headline to this article is an unqualified “Yes!”—people *are* getting hired today, and probably in significantly greater numbers than you may think!

We all are bombarded daily with the negative news about the economy in general and the job market in particular. And there is no question about it, it *is* tough out there. That does not mean, however, that it is *impossible* out there! Remember what NFL hopeful Brandon LaFell said in his blog—“...**the biggest challenge has been learning to do techniques differently from how I was taught in high school and college.**” ([“Why Job Boards Often HURT More Than They Help!”](#))



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So, who is getting HIRED today? The people who are learning how to do things *differently* and are then *applying* those lessons!

**WHAT DO YOU HAVE TO LOSE BY LEARNING,  
AND THEN APPLYING A NEW APPROACH? NOTHING!  
WHAT DO YOU HAVE TO GAIN? A JOB!**

There is a report released by the BLS (Bureau of Labor Statistics) each month called the **JOLTS** report (Job Openings and Labor Turnover Survey). This report is seldom, if ever, discussed in the media, or at least it seldom gets much play in the major headlines.

Did you know, for example, that **4.1 million people were hired** in the month of January alone? Yes, that is January 2010! And at the **end of January, there were still 2.5 million job openings**, for a **TOTAL of 6.6 million opportunities** during the month! (Haven't heard much about this news from the major media or the federal government, have you?)

While it isn't my intention to continue “beating up” the job boards ([“Why the Job Boards Often HURT More Than They Help!”](#)), you might also be surprised to learn that only **2.9 million** of these **TOTAL** job opportunities (**6.6 million**) were ever posted on the job boards. So, once again, people who rely solely, or nearly solely, upon the job boards to find their next job are being exposed to fewer than **one-half** of the available opportunities! To put it another way: the *majority* of job seekers are competing for fewer than one-half the current job openings.

A job measurement that is widely touted these days by both the federal government and the new media is this one: There are **six people vying for every available job opening**. Ostensibly, that would seem to be an accurate statement, i.e., the number of currently unemployed people (15 million) divided by number of current openings (2.5 million). However, this does *not* take into consideration the fact that, as we've seen, on average, there are actually **6.6 million opportunities** available each month. When this fact *is* considered, the more accurate number of job applicants per job becomes just **slightly over two applicants per available job opening**, i.e., 15 million divided by 6.6 million.

Let me hasten to add at this point, however, that I am in no way suggesting that today's job market is a "lot better" than we have been led to believe. What I am suggesting is, it's not quite as bad as it is consistently being portrayed by the federal government and the news media. Contrary to popular opinion, people *are* being hired today. Certainly there are not enough jobs for everyone who wants one, but to say that virtually no one is being hired today is not factual, either.

Also, an obvious question that is strongly begged by the scenario I've laid out thus far is this one: Why are there approximately 2.5 million jobs going unfilled each and every month? Is it because some job seekers simply don't know that these positions even exist and therefore never even investigate them? At least to an extent, the answer to that question is "yes." (Remember, only *one-half* of the TOTAL job opportunities during any given month ever make it to the job boards, where the *majority* of job seekers focus their attention and effort!) Also, of course, at least a certain percentage of these 2.5 million unfilled positions each month require skills or training not possessed by the vast majority of current job seekers.

## **JOB MARKET TO BECOME EVEN MORE COMPETITIVE**

To be sure, the job market today is challenging, to say the least. Unfortunately, it is even going to get *more* challenging, and soon! Let me explain.

It is projected that, by mid-2010, there will be **13.6 people** for every available job opening! How is this figure derived? First, remember that there are actually 6.6 million openings during any given month. (The 2.5 million are only the ones unfilled at the end of the month.) Depending on which survey you read (ExecuNet, CareerBuilder, Monster, et al.), anywhere from 40% to 70% of currently employed people say they are dissatisfied at work and that they will be open to a new opportunity as soon as the economy starts getting better. The ramifications of such a quantum increase in the number of "new" job seekers could prove tremendously unsettling to an already unsettled job market.

Currently, there are 138 million people employed in the United States. If just one-half of those people, 69 million, actually follow through with their stated intention

### **TWO CASE STUDIES (TWO VERY DIFFERENT RESULTS)**

One person who relied strictly on the job boards sent her résumé online to 729 openings. She received a "no thank you" from 23 companies and interviewed with three. **Result:** No job offers. And that also means 706 online applications went into the "black hole," i.e., she received no response at all.

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A person who used the techniques in "**Headhunter**" *Hiring Secrets* targeted 17 companies and sent properly crafted messages that were "piggybacked" by direct mail and phone calls. **Result:** Four companies were interested in him. He received an offer and started his new job March 1, 2010.

of seeking new employment opportunities once the economy improves, that will increase the TOTAL number of active job seekers to approximately **90 million!** (60 million currently employed seeking new opportunities + 15 million currently unemployed + an estimated 5 million people who are currently unemployed but who have become so discouraged that they are no longer actively looking for a job but can be expected to once the economy improves.) Take this number, 90 million, and divide it by the number of TOTAL job opportunities during any given month, 6.6 million, and you come up with the “raw” number of **13.6 people for each job opening!**<sup>1</sup>

What, then, are the conclusions that a reasonable man or woman would draw from this article? Several things, actually:

- Despite what you may think or have read or heard, companies *are* hiring today.
- Competition remains quite stiff and it is only going to get stiffer.
- If you are going to be successful in today’s—and tomorrow’s!—job market, you’re going to have to learn to do things differently, to think and act differently!
- You’re going to have to diligently and consistently apply the NEW rules of the “hiring game.”

Make no mistake about it, only job seekers who learn, and then diligently play by, the NEW rules of the hiring game and position themselves differently can realistically expect to be successful in gaining new jobs in the foreseeable future.

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<sup>1</sup>Subtracted from this figure, of course, would be the roughly 4.1 million people who are being hired each month.