

## **How to Find Unadvertised Jobs: A Complete Guide to Researching Companies, Identifying Decision-Makers, and Making Direct Contact**

Most job seekers focus on posted openings — job boards, LinkedIn listings, company career pages. But the truth is that a significant percentage of real opportunities never appear publicly. These “hidden” or unadvertised jobs are filled through referrals, internal conversations, or proactive outreach from candidates who took the initiative to contact the right person at the right time.

Finding these opportunities requires strategy, research, and persistence. The reward is enormous: less competition, direct access to decision-makers, and the chance to shape a role around your strengths.

This guide walks you step-by-step through how to uncover unadvertised jobs, research companies, identify your “future boss,” and reach out with a strong introductory letter.

### **1. Start With Strategic Research: Understanding Where Opportunities Hide**

Unadvertised jobs often emerge in companies that are:

- Growing quickly
- Launching new products or services
- Opening new locations
- Receiving funding
- Undergoing leadership changes
- Filing new business licenses
- Forming LLCs or subsidiaries
- Featured in press releases or industry news

Your first task is to identify companies in motion—because motion creates opportunity.

#### **Step 1: Identify Target Industries**

Start with industries where your skills are most relevant. Then expand to:

- Related industries
- Supplier industries
- Competitor industries
- Adjacent markets where your experience transfers easily

For example, a marketing professional might target advertising agencies, SaaS companies, e-commerce brands, and consumer goods startups.

## **Step 2: Build a List of Companies**

**Use the following sources to compile a list of organizations worth researching:**

### **General Business Databases**

- **Crunchbase**
- **PitchBook**
- **ZoomInfo**
- **Dun & Bradstreet**
- **Owler**

### **Startup & Funding Trackers**

- **TechCrunch (funding announcements)**
- **AngelList Talent**
- **Product Hunt**
- **Startup directories in your city**

### **Business License & LLC Formation Databases**

**Search your state or county's public business registry. These databases list:**

- **Newly formed LLCs**
- **New business licenses**
- **Registered agents**
- **Company owners or managers**

**Examples include:**

- **State Department of Corporations websites**
- **County Clerk business license portals**
- **Secretary of State business search tools**

**These are goldmines for spotting companies that are just getting started—and likely need help before they even post jobs.**

### **Industry-Specific Websites**

**Every industry has its own hubs. Examples:**

- **Healthcare: Becker's Hospital Review, Modern Healthcare**
- **Tech: Hacker News, BuiltIn, VentureBeat**
- **Finance: Finextra, American Banker**
- **Manufacturing: IndustryWeek**
- **Retail: RetailDive**

**These sites highlight expansions, leadership hires, new product launches, and mergers—all signals of upcoming hiring needs.**

## **2. Deep Research: Learn Everything You Can About Each Company**

**Once you've identified promising companies, it's time to dig deeper.**

### **Step 1: Comb Through Their Website**

**Look for:**

- **Leadership team**
- **“About Us” page**
- **News or press section**
- **Careers page (even if empty)**
- **Blog posts**
- **Product announcements**
- **Investor relations (for public companies)**

### **Step 2: Research Press Releases & News Articles**

**Press releases reveal:**

- **Funding rounds**
- **New partnerships**
- **New locations**
- **Executive hires**
- **Product launches**
- **Strategic initiatives**

**Sources include:**

- **PR Newswire**
- **Business Wire**
- **GlobeNewswire**
- **Yahoo Finance News**
- **Google News**
- **Industry-specific news outlets**

### **Step 3: Search for Buzz**

**Use search terms like:**

- **“Company name + expansion”**
- **“Company name + hiring”**
- **“Company name + new office”**
- **“Company name + investment”**
- **“Company name + partnership”**

**Buzz = opportunity.**

### **3. Identify the Decision-Maker: “Your Future Boss”**

**Your goal is not to contact HR first. Your goal is to contact the person who would be your direct supervisor.**

## How to Identify Them

Look for titles such as:

- Director of \_\_\_\_
- VP of \_\_\_\_
- Head of \_\_\_\_
- Manager of \_\_\_\_
- Founder / Co-Founder
- CEO (for small companies)
- COO or CTO (for startups)

Where to Find Their Names

- Company website
- LinkedIn
- Crunchbase
- Press releases
- Business license filings
- Local business journals
- Industry association directories

How to Find Their Contact Information

Use tools such as:

- Hunter.io
- RocketReach
- Apollo.io
- Lusha
- ContactOut

Or use email patterns:

- `firstname.lastname@company.com`
- `firstinitiallastname@company.com`
- `firstname@company.com`

Phone numbers can often be found through:

- Company “Contact” page
- ZoomInfo
- State business filings
- Press releases
- LinkedIn company page

## 4. Make First Contact: The Introductory Letter

This is not your resume. This is a short, compelling message that:

- **Introduces you**
- **Shows you understand their company**
- **Highlights a problem you can solve**
- **Asks for a short conversation**

### **Structure of the Introductory Letter**

**1. Opening: Acknowledge something specific about the company—recent news, growth, product launch.**

**2. Value Statement: Explain how your background aligns with their needs.**

**3. Soft Ask: Request a brief conversation, not a job.**

**4. No Resume Yet: You only send a resume after they show interest.**

**This approach positions you as a proactive problem-solver, not a job seeker.**

### **5. If They Respond: Send a Customized Resume**

**Once your future boss expresses interest, ask for:**

- **A job description**
- **A description of their current challenges**
- **Their goals for the next 6–12 months**

**Then tailor your resume to match their needs.**

**This could lead to:**

- **An unadvertised full-time role**
- **A role they were planning to post**
- **A consulting or advisory position**
- **A hybrid or remote arrangement**
- **A project-based contract**

### **6. Track Everything: Organization Is Your Secret Weapon**

**Use:**

- **Excel or Google Sheets**
- **Airtable**
- **Notion**
- **Trello**
- **CRM tools like HubSpot (free)**

**Track:**

- **Company name**
- **Contact name**
- **Email**
- **Phone**
- **Date contacted**

- Follow-up dates
- Notes from conversations
- Next steps

Consistency wins.

## **7. Best Online Resources for Researching Companies & Decision-Makers**

Here's a robust list of tools to support your search:

### **Business & Company Research**

- Crunchbase
- PitchBook
- Owler
- ZoomInfo
- Dun & Bradstreet

### **Press Releases & News**

- PR Newswire
- Business Wire
- GlobeNewswire
- Google News
- Yahoo Finance
- Industry-specific news sites

### **Startup & Funding Information**

- TechCrunch
- AngelList
- Product Hunt
- BuiltIn (city-specific startup hubs)

### **Business License & LLC Filings**

- Secretary of State business search
- County Clerk business license portals
- State Department of Corporations

### **Contact Information Tools**

- Hunter.io
- Apollo.io
- RocketReach
- Lusha
- ContactOut

### **General Research Tools**

- LinkedIn
- Glassdoor (company insights)

- **Reddit industry forums**
- **Local business journals**

**Finding unadvertised jobs is not about luck—it's about strategy, research, and initiative. When you identify companies in motion, locate the decision-maker, and reach out with a thoughtful introductory letter, you position yourself ahead of the competition.**

**You're not waiting for a job posting. You're creating your own opportunity.**

**Source: <https://christianjobnet.com>**