

## STEP 4 - MAXIMIZE YOUR EXPOSURE

What are the most effective methods of finding a job?

2003 research conducted by Taylor Nelson Sofres concluded:

Headhunter/Recruiter or Employment Agency	1.7%
Internet Job Site	3.6%
Company Web Site	3.6%
Newspaper Advertisement	16.1%
Walked in or filled out application [entry-level]	8.6%
Networking	60%
Other	5.7%

Utilize all job search methods to maximize your exposure, but focus on the ones that offer the most success.