**Hidden Job Markets Where Work Is Plentiful and Lucrative**

**Offer Plenty of Opportunities for American Workers**

Don Coleman of GoNowGetPaid.com discusses how unadvertised local and global job opportunities can help Americans get back to work...and why employers aren’t talking about them

With nearly one of ten U.S. workers out of a job and businesses continuing to slash budgets and staff in order to weather the ongoing economic crisis, the outlook on employment opportunities has remained oppressively negative. That’s why Don Coleman is on a mission to spread the ‘good news’ of hidden job market opportunities.

Coleman is spokesperson for [GoNowGetPaid.com](http://www.gonowgetpaid.com/), an online resource that focuses on connecting workers with unadvertised employment opportunities in niche industries. “Many companies do not advertise the few jobs they *do* have as a result of reduced budgets and the excessive number of qualified candidates readily available,” he says. “But the jobs are out there.”

This is good news to new job seekers as well as veteran workers for whom long-term unemployment has been a harsh and growing reality.

“In 2005, only about 2 million workers faced long-term unemployment,” notes Coleman. “Even back in the 1980’s when there was a spike in people who were unable to find new work after being laid off, less than three million workers found themselves without the comfort of a steady paycheck.”

In its January 2010 report, the U.S. Bureau of Labor Statistics reveals that 6.3 million Americans have been unemployed for more than six months. To buck the trend and get back to work, Coleman encourages job seekers to “go where the jobs are and focus on growth industries.”

The problem is that most workers are unfamiliar with where that growth is taking place.

**How the Internet Connects People and Jobs**

The solution to the problem, according to Coleman, is the Internet and web sites. “Traditional job boards like Elance and Monster or aggregators such as Indeed and Simply Hired are good resources,” he acknowledges. “However they only offer jobs that have been advertised by employers.” That’s a problem because a number of studies indicate that as many as 84% of available jobs are not being advertised.

So Coleman favors sites that provide information and application services geared towards industries and companies that do not routinely advertise job availabilities. “At GoNowGetPaid.com, we allow job seekers to take a more proactive approach to employment,” he explains. “We provide the [direct contact information](http://www.gonowgetpaid.com/index.php/get-hired/) to the top employers of each niche industry instead of specific job postings.”

**Jobs Are Hiding in Plain Sight**

Traditionally American industries like banking, manufacturing, and automotive have provided ‘safe haven’ for people who needed to find work. “But today many of our ‘corporate citizens’ are struggling to survive just as much as regular citizens,” says Coleman. “Many..but not all. Tremendous growth is being experienced in a wide range of industries, and with it a need for workers.” He urges job seekers to turn their attention to emerging industries and the growth opportunities that exist within the [green job sector](http://www.gonowgetpaid.com/index.php/category/products/greeaindustry/) and [healthcare](http://www.gonowgetpaid.com/index.php/category/products/healthcare/).

During his campaign, President Obama pledged to spend $150 billion over ten years to create 5 million new green-collar jobs. This prompted the U.S. Conference of Mayors estimates that the ‘green collar’ jobs could account for as much as 10% of job growth over the next 30 years.

According to the Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections list of the 50 fastest-growing industries in America, three of the top ten are in healthcare: ‘Services for the elderly and persons with disabilities’ is expected to rise by 74% by 2018, while ‘offices of physical, occupational and speech therapists’, and audiologists’ is expected to rise by 56%, and ‘home health care services, expected to rise by 46%.

Coleman also suggests taking a more global approach to employment. “Many global agencies are aggressively pursuing [workers for projects in third world countries](http://www.gonowgetpaid.com/index.php/the-third-world-jobs-list/),” observes Coleman. “This is a tremendous opportunity for people who like the idea of working for the ‘greater good’ and dedicating themselves to make the lives of others better.”

**About GoNowGetPaid.com**

GoNowGetPaid.com is a new website that offers an antidote to unemployment by highlighting global job opportunities in niche markets that employers do not traditionally advertise online. The site also helps streamline the application process with an efficient, professional resume submission service. To learn more, visit [www.GoNotGetPaid.com](http://www.GoNotGetPaid.com) and follow the company on Twitter@FindHiddenJobs.

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Source for U.S. Labor statistic numbers: New York Times article - <http://www.nytimes.com/2010/02/21/business/economy/21unemployed.html>

Source for statistics on healthcare job growth projects: U. S. Department of Labor,

Employment and Training Administration -

<http://www.acinet.org/indview1.asp?nodeid=45>

Source for Obama pledge to commit $150 billion to green collar jobs – Time magazine article - <http://www.time.com/time/health/article/0,8599,1809506,00.html>

Source for U.S. Conference of Mayors statistic: L.A. Times article –

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