Remember that most jobs are not listed anywhere. Find these leads by researching your "Job Search Target" (see Exercise 5.1). You can research occupations, industries, and companies in several ways:

- Start at your public library. They will have business directories and publications. Check out news articles and trade journals. There may be other local books focused on your target.
- You can also learn about employers from your network contacts (page 72).
- You can find a list of possible employers online. Use an Employer Locator to find businesses (www.acinet.org/acinet/employ locator/employerlocator.asp). Look for a supervisor’s or hiring manager’s contact and company information.
- Find New York State businesses in JobZone based on where you are interested in working and what types of jobs you like or may be good at by following the directions below:
  - Log into your JobZone Portfolio Account
  - Under “Job Search” you can type in keywords to search for jobs.
  - You can also search for jobs based on your zip code and how far you could travel to get to a job based on where you live
  - Click the drop down box in the section titled “Radius.” Your job search can show jobs that go outside of New York State. You can limit your job search to look at jobs just in New York State by selecting “New York State.” Click Search when done
  - You will then get a list of live job postings based on your search. JobZone allows you to apply for jobs when you click on the Job Title.