IG Insider Brief — Drop 004

Date: 2025-06-16

📊 **Market Temperature**

**Score: 64 / 100**

Slight rebound this cycle—May’s +139k jobs beat April’s drag, and **consumer confidence surged**. That’s why we’re ticking up from Drop 003’s 62… but cautiously.

The hiring engine isn’t back. It’s just idling quieter. **Layoffs are still +47% YoY**, jobless claims hit an 8-month high, and nearly **2 million people are stuck between jobs**. Employers are hiring—but slower, pickier, and leaning contract.

**Who’s hiring:**

* **Healthcare** (+62k)
* **Leisure/Hospitality** (+48k)
* **Social Assistance** (+16k)

**Who’s pulling back:**

* **Professional Services** (–18k)
* **Manufacturing** (–8k)
* **Federal Gov’t** (–22k)

**Bottom line:** The mood is shifting—people feel better—but recruiters aren’t acting faster. This is a **perception bump**, not a rally. Stay aggressive and target live sectors.

📉 **Headlines You Shouldn’t Miss**

**“LinkedIn launches AI job search assistant for Premium users”** — Forbes (June 2, 2025)  
<https://www.forbes.com/sites/torconstantino/2025/06/02/linkedin-launches-ai-job-search-tool-for-premium-users>  
Why it matters: You can now type things like “hybrid marketing jobs in Chicago over $120K” and get tailored matches instantly—plus live keyword coaching for your profile. This changes the game for anyone tired of filter fiddling.  
**Action:** Use it to spot overlooked listings, but always apply direct when possible. LinkedIn's AI is smart—ATS filters still aren’t.

**“Indeed partners with Udemy to upskill job seekers with in-demand tools”** — Udemy Press (June 4, 2025)  
<https://about.udemy.com/press-releases/indeed-partners-with-udemy-to-empower-job-seekers-with-in-demand-skills>  
Why it matters: Indeed just gave all users 30-day access to 26,000 Udemy courses, plus discounted résumé reviews and coaching. It’s a smart skill-to-job bridge in a market shifting toward demonstrable value.  
**Action:** Pick one course that aligns with your target role, complete it this week, and work it into a micro-project or résumé bullet.

**“New hub for skills-first hiring launches at SHRM Foundation”** — Material Handling & Logistics (June 13, 2025)  
<https://www.mhlnews.com/labor-management/news/55294435/new-hub-for-skills-first-hiring>  
Why it matters: The new Center for a Skills-First Future is live—offering free tools and employer resources to drive “no-degree-required” hiring. It’s HR-facing, but candidates who know it exists can stay ahead of the curve.  
**Action:** Audit your résumé through a skills-first lens. Trim fluff, lead with outcomes, and mirror the language of proof over pedigree.

🔎 **What’s Working Now**

**The LinkedIn Timestamp Hack is a serious edge if you use it right**  
Most people use LinkedIn’s “Past 24 Hours” filter when job searching. But if you tweak the URL behind the scenes, you can view listings posted in just the last hour—often before anyone else sees them.  
**Why it works:** Recruiters are often flooded with hundreds of applications in the first few hours. Applying early can get you reviewed before that flood hits.  
**How to do it:**

1. Run a LinkedIn job search and filter by “Past 24 Hours.”
2. In the URL bar, look for 86400 (that’s 24 hours in seconds).
3. Change it to 3600 (1 hour) or 1800 (30 minutes), then hit enter.  
   Pro tip: Do this early Monday mornings or right after lunch—peak job posting windows.

**LinkedIn’s “I’m Interested” button quietly boosts your visibility**

On company LinkedIn pages, there’s a small “I’m Interested” button that signals to internal recruiters that you want to work there—even if there’s no perfect role listed yet.

**Why it works:** Recruiters monitor this signal separately from standard applicants. Some job seekers are hearing back within 24 hours—*before* a job even posts.

**What to do:**

– Visit the LinkedIn page of a company you like

– Click the “Jobs” tab, then tap “I’m Interested” on the company’s profile

– Follow up by liking or commenting on a recruiter’s post so your name pops up again

**Short-form videos aren’t just for influencers anymore**  
Job seekers—especially Gen Z—are using TikTok and Instagram to showcase skills through 60-second videos:  
– “A day in the life” at a past job  
– Short STAR stories (“Here’s a challenge I solved…”)  
– Quick demos (“How I clean messy Excel data in 2 steps”)  
**Why it works:** Recruiters are overwhelmed by AI-generated résumés. Video shows you’re real, confident, and capable.  
**What to try:** Film a short video explaining a time you solved a problem at work. Post it publicly or share it directly with someone you're networking with. Bonus: it doubles as interview prep.

✅ **Job Hack**

**The Boolean Black Belt Method**  
Most job platforms—especially LinkedIn—show you too much junk. Vague filters, recruiter spam, irrelevant titles. Boolean search lets you take control with surgical precision.

**Why it matters:**  
You don’t need to scroll for hours. You need 3–5 signal-rich listings. Boolean search helps you find them, fast.

**How to do it:**

1. Use quotes " " for exact job titles  
   → "Product Marketing Manager" returns only exact matches.
2. Use AND to combine skills or filters  
   → "Project Manager" AND "Remote" AND "SaaS"
3. Use OR to capture related titles  
   → ("UX Designer" OR "Product Designer") AND "Figma"
4. Use NOT to exclude junk  
   → "Software Engineer" NOT (Recruiter OR Director OR Agency)
5. Use parentheses () to group smart queries  
   → ("Marketing Manager" OR "Brand Manager") AND (CPG OR "Consumer Goods") NOT (VP OR Director)

**Pro tip:**  
Once you build a great string, save it as an alert. You just turned the job board into a high-signal, low-noise lead generator.

⚡ **Changing Dynamics**

**1. Recruiters are juggling 56% more roles—and it’s slowing everything down**  
The average recruiter is now managing 14 open roles (up from 9 pre-2020) and sorting through nearly 3x as many applicants.  
**What this means for you:** Delays aren't personal. Response times are stretched, interviews are taking longer to schedule, and ghosting is up. Stay politely persistent. Reapply if needed. Rejections today could be reconsiderations next month.

**2. “Rediscovered candidates” are getting hired straight from old CRMs**  
Nearly 44% of hires last year came from candidates already in the company’s system—not new applicants.  
**What this means for you:** If you applied before and didn’t get the role, you’re not out. Stay visible. Re-engage with a recruiter or apply again to a new listing. Companies are pulling from their past pipeline.

**3. ATS filters are now reading for context—not just keywords**  
Modern applicant tracking systems (used by 98% of Fortune 500 companies) don’t just count keywords—they interpret them. Tools like Greenhouse and Lever now flag “fit” based on phrasing, tone, and outcomes.  
**What this means for you:** Drop the buzzword soup. Write outcome-based bullets that sound human. And if your résumé looks too “AI-generated,” it might actually get flagged.

🧠 **AI Tracker**

→ **25% of production code is now written by AI—and entry-level dev jobs are shrinking**  
Amazon, Microsoft, and Google say AI tools now generate up to a quarter of their shipped code. That’s already impacting hiring: computer science grads aged 22–27 have seen an 8% drop in employment over the past 3 years.  
**What it means for you:** Don’t just say you know AI—show how you use it to amplify your work. If you’re early career, lean hard into hybrid skillsets (e.g., coding + analysis, dev + UX, etc.).

→ **Admitting you used AI can sometimes backfire**  
A new study found that when candidates voluntarily disclosed using AI to help write résumés or cover letters, hiring managers rated them as *less* capable—*even if the final product was good*.  
**What it means for you:** Be strategic. Don’t lie, but don’t lead with “ChatGPT wrote this.” Use AI to draft, then revise in your own voice. If asked, talk about how it saved time—but emphasize the human thinking behind the result.

→ **AI-led interviews are now outperforming résumé screens**  
In a recent experiment, candidates who completed structured interviews powered by AI had a 53% success rate in making it to human interviews—compared to just 28% for those filtered by résumé alone.  
**What it means for you:** Don’t treat video interviews as throwaways. Practice delivering clear, confident answers to basic questions. It’s not just about impressing a recruiter—it’s about passing the algorithm.

💬 **Interviewer Behavior**

→ **The era of “tell me” is over—it’s all about “show me” now**  
Across industries, interviewers are asking candidates to demonstrate skills live: teaching a short lesson, redesigning a slide deck, debugging code, or fixing a spreadsheet *while being watched*.  
**What this means for you:** Rehearse out loud. Practice talking through your process as you work—because in 2025, silence during a screen share can cost you the offer.

→ **Wild-card formats are filtering for real-world thinking**  
Companies are experimenting with escape room challenges, riddled job descriptions, and time-boxed problem-solving tasks that test how you collaborate, adapt, and think on your feet.  
**What this means for you:** It’s no longer enough to prep common questions. Prepare to be surprised—and practice recovering gracefully when things go sideways.

→ **Culture fit is dead—interviewers want culture adds**  
The classic “Do you fit our vibe?” is being replaced by “What new lens would you bring to this team?”  
**What this means for you:** Show them how you think differently. Mention a method, system, or idea from your past that could raise the bar. They’re not hiring a clone—they’re hiring a multiplier.

📌 **Prompt Lab**

**Use Case:**  
You’ve practiced the basics—but you're still getting tripped up by unexpected interview questions. You need a way to test your answers under pressure and tighten your delivery.

**The Tactic:**  
**The Hypercritical Interview Simulator**  
This prompt turns AI into a no-nonsense hiring manager who asks real behavioral and technical questions—and won’t let you off the hook with vague answers.

**Copy-and-paste Prompt:**

Act as a hypercritical, expert-level hiring manager for the role of [insert role]. You are skeptical, sharp, and tired of generic answers. We are going to run a 5-round mock interview using voice.

1. Start by asking me a behavioral question like “Tell me about a time you failed.”

2. After I answer, rate me 1–10 on quality, clarity, and impact.

3. Give me 2–3 specific tips to improve my answer.

4. Then ask a harder, more technical or role-specific follow-up.

5. Repeat for 5 rounds. Stay tough and don’t go easy on me.

**Why It Works:**  
This prompt trains clarity, confidence, and thinking under pressure—all while giving you feedback you can use immediately. It's especially powerful in voice mode, where your tone, pacing, and presence matter just as much as your content.

⚠ **Sketch Radar**

🚨 **The fake check scam is back—and smarter**  
Scammers are impersonating professors or HR reps offering remote “assistant” jobs. They mail you a legit-looking check to buy “supplies,” then ask you to wire part of the money to a third party. The check bounces. You’re on the hook.  
**Red flag:** Any job that asks you to deposit a check and send money elsewhere is a scam. Always verify through official channels—never through a text or Telegram group.

🚨 **The “buy your own gear” trap is exploding**  
A flood of fake remote jobs on Indeed and LinkedIn now tell applicants to purchase their own laptop or software from a preferred vendor. They promise reimbursement. You get ghosted.  
**Red flag:** Real companies either ship you equipment or reimburse after you’re hired. No legit offer requires you to spend money upfront.

🚨 **Career site imposters are copying real brands**  
Some scammers now build job boards that mimic real companies—down to the logo, listings, and application forms. Others send emails from domains that are one letter off (e.g., @amaxon.com).  
**Red flag:** If you get a job offer without applying, or you’re asked for personal info early in the process, stop. Always double-check the URL, and confirm job listings through the company’s real site.

💼 **Side Hustle Intel**

**1. Become an AI “Sidekick” for small businesses**  
Offer micro-services like:  
– Writing 7 days of social posts using ChatGPT  
– Training an AI chatbot on FAQs  
– Rewriting email templates or service pages  
Why it works: Most small business owners know AI exists—but don’t know how to use it. You become their shortcut.  
**Start here:** List a fixed-scope gig on Upwork or Fiverr. Bonus if you include “AI-enhanced” in the title—it gets clicks.

**2. Get paid to test websites and products**  
Sites like UserTesting, Respondent, and User Interviews pay $20–$150 to give feedback on apps, services, or websites—no tech background required.  
Why it works: These gigs are short, flexible, and require nothing but your honest opinion. Perfect for filling gaps between applications.  
**Start here:** Set up profiles on 2–3 platforms, check them daily, and accept fast—slots go quick.

**3. Build a print-on-demand store with AI designs**  
Use Midjourney or DALL·E to create unique graphics, then upload to a print-on-demand platform like Podbase or Etsy. When someone buys, the site handles printing and shipping.  
Why it works: You build passive income *and* a portfolio. If you’re in marketing or design, this doubles as a proof-of-skill project.  
**Start here:** Choose a niche (funny job titles, niche hobbies, clever quotes) and create 10 designs in a single evening.