IG Insider Brief — Drop 005

Date: 2025-06-30

📊 **Market Temperature**

**Score: 68 / 100**

The job market is showing surprising resilience, providing a clear roadmap for the strategic job seeker. The economy beat forecasts by adding 147,000 jobs in June, pushing the unemployment rate down to a multi-month low of 4.1%. More importantly, job openings climbed to 7.8 million—the highest since late 2024—and over half of all employers are planning to expand their teams in the second half of the year.

While growth is uneven, this creates clarity, not weakness. The market is sending an unmistakable signal: opportunity is concentrated and booming in durable sectors. Government (+73k) and healthcare (+58.6k) are the primary engines of hiring right now. For the savvy applicant, this isn't a slowdown; it's a target list.

Your Action Plan:

Follow the Money: Double down on applications in the public sector and healthcare. These aren't just "stable" jobs; they are where the active, large-scale hiring is happening now. Use specific keywords like "public administration," "health services," and "local government" to find them.

Exploit the Hesitation: The gap between 7.8 million open jobs and slower hiring decisions is your advantage. Recruiters are overwhelmed. Persistent, professional, and value-based follow-up will make you stand out when other candidates fade away.

Translate Your Skills: Reframe your private-sector experience for public-sector needs. A tech project manager can run a hospital's IT upgrade. A logistics expert can optimize a state agency's supply chain. The skills are portable if you translate the language of your value.

Bottom line: This isn't a market for passive applicants, but it's a prime environment for strategic operators. The signals are clear: hiring is robust in specific, identifiable areas. Your mission is to ignore the national noise, aim directly at the growth sectors, and use the hiring slowdown to your advantage

📉 **Headlines You Shouldn**’**t Miss**

**“4 Tips for New Grads Looking for Work in an Uncertain Market”**  
*– PBS NewsHour, June 24*  
→ <https://www.pbs.org/newshour/nation/4-tips-for-new-grads-looking-for-work-in-an-uncertain-market>  
**Why it matters:** One of the only mainstream guides that actually lands. Smart advice on using AI tools tactically, pacing your applications, and anchoring your search in “recession-resistant” roles like healthcare, education, and skilled trades.

**“Laid Off? These 5 Moves Can Keep You Afloat”**  
*– NPR, June 25*  
→ <https://www.npr.org/2025/06/25/nx-s1-5366671/layoffs-job-loss-unemployment-finance-money-tips>  
**Why it matters:** Solid financial playbook for anyone suddenly jobless. Includes clear steps for cutting burn, negotiating severance, and finding bridge work. Worth bookmarking—even if you're still employed.

🔎 **What**’**s Working Now**

📦 The Pre-Interview Project Move  
Instead of sending a résumé cold, top candidates are leading with a tangible mini-asset—a Notion wiki, teardown, or mock feature—tailored to the company’s real needs. It reframes the exchange: you’re not asking for a shot, you’re demonstrating value upfront. Especially effective in marketing, ops, and tech-adjacent roles.

🧠 Reddit as a Warm Lead Engine  
Clever seekers are skipping LinkedIn echo chambers and digging into niche subreddits like r/biotech, r/sales, or r/userexperience. By posting useful insights or jumping into AMAs, they’re surfacing early-stage openings and sparking non-cringe conversations that lead to intros.

♻️ Give-to-Get Referrals  
The best way to get referred right now? Refer someone else first. Job seekers are showing up in Slack groups, alumni chats, or meetups ready to help—and watching those favors return when it’s their turn. People remember who puts points on the board.

✅ **Job Hack**

🧠 **Reverse-Engineer the Incumbent**

Forget job descriptions—they’re vague, outdated, and usually written by someone who won’t interview you. Instead, build your app around real people doing the job right now:

Find 3–5 “incumbents” on LinkedIn with the role you want at your target company.

Do a profile autopsy: headlines, metrics, endorsements, recommendations. What shows up most?

Map their patterns against the job post. The overlap = must-have; the extras = your hidden edge.

Rewrite your résumé and prep stories using their language, outcomes, and phrasing. You’re not guessing—you’re mirroring what already works inside the company.

This flips your pitch from outsider speculation to insider signal.

⚡ **Changing Dynamics**

🤖 **Digital Labor Is Now the First Hire**82% of orgs say they’ll expand headcount via agentic AI, not humans. At Shopify, managers must now prove a role can’t be automated before it gets approved. The competition isn’t just other people—it’s bots with job titles.

What this means for you:  
Highlight the parts of your skillset that can’t be delegated to AI—judgment, leadership, client nuance, cross-functional creativity. Use real outcomes to prove it.

📉 **The Mid-Career Squeeze Is Getting Tighter**

Hiring is strong for entry-level (<5 yrs) and execs (16+ yrs), but 8–15-year professionals face a “value gap.” Recruiters see you as expensive unless your skill stack is clearly cutting-edge.

What this means for you:  
Cut the “15 years of experience” lead and build a résumé around strategic impact + recent wins. Show how you’ve evolved—not just endured.

🏠 **Hybrid Has Officially Won**

Remote-only roles are shrinking. Hybrid postings hit an all-time high in June, while fully remote has become a niche offering. Companies are doubling down on in-person rhythms—even if it’s just two days a week.

What this means for you:  
If you're filtering for remote only, you’re slicing off most of the market. Stay open to hybrid—you’ll find faster closes and less crowding.

🧠 AI Tracker

🧩 **Your Brand Is Being Viewed as a Whole**  
Modern ATS platforms now pull from **résumés, LinkedIn DMs, email trails, and old interview notes**—all in one view. If your messaging is fragmented or outdated on one channel, it shows.

**What this means for you:**  
Audit yourself. Make sure your tone, skill set, and achievements **align across platforms**—because recruiters are reading it all at once.

🔍 **Recruiters Are Sourcing Beyond LinkedIn**  
AI tools now scan GitHub, Substack, Reddit, portfolio hubs—**anywhere your name shows up with value.** Even passive digital footprints (like an old forum answer) are being surfaced in candidate lists.

**What this means for you:**  
Your online presence is no longer invisible. Keep everything public **tight, current, and useful**—it might land you a call before you even apply.

⏳ **Skills Now Expire Faster Than Résumés**  
AI-exposed roles are seeing skill requirements change **66% faster** than others. Nearly **4 in 10 core skills** may be obsolete or evolved by 2030. The résumé you wrote last year? Already half stale.

**What this means for you:**  
Keep learning—but show the receipts. Frame every new tool, course, or side project as **a business result**, not just a bullet point.

💬 **Interviewer Behavior**

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📹 **AVIs Are Now the First Gate**  
One-way video interviews have gone mainstream—especially in hybrid and remote orgs. You record answers solo, often with a timer and no human in sight. No feedback. No rapport-building. **Just structure, delivery, and clarity.**

**What this means for you:**  
Treat it like a performance. Script key bullets, practice your timing, and **record until your pacing feels tight, not robotic**.

🧭 **Structured Behavioral Questions Are Everywhere**  
Companies are now using **rubric scoring** to reduce bias—every candidate gets the same set of behavioral questions. A good story that rambles still loses points if it doesn’t **map to their checklist**.

**What this means for you:**  
Use STAR, but take it further: add “what I learned” at the end. **Tidy stories with insight beats drama every time.**

🧪 **Case Interviews Are Spilling Into Every Sector**  
No longer just for consultants, case-style prompts are popping up in ops, marketing, customer success, and tech. Think: “How would you reduce onboarding time by 30%?” or “Design a basic process for identifying bad leads.”

**What this means for you:**  
Don’t memorize frameworks—**practice structured thinking out loud.** Show how you navigate ambiguity, not how you prep cheat sheets.

📌 **Prompt Lab**

🎯 **The No-Code MVP Generator**  
Pair this with the **Pre-Interview Project** play from Section 3. It gets your AI tool thinking like a hiring manager and spits out a focused, high-impact asset you can build fast—even if you're not technical.

**Copy + Paste Prompt:**

*Act as an expert hiring manager and no-code product strategist. I’m applying for the role of [Your Target Role] at [Target Company]. My top 3 skills are [Skill 1], [Skill 2], and [Skill 3].*

Based on the company’s likely business challenges and this role’s responsibilities, your task is to:

1. Identify one specific, high-impact problem this role likely solves
2. Brainstorm a tangible no-code MVP I could build in <5 hours to demonstrate I can solve it
3. List 3 key features of the MVP
4. Recommend a simple no-code stack (e.g. Notion, Carrd, Zapier, Canva)
5. Draft a 50-word “value teaser” I can send with it

**Why it works:**  
Most candidates say they’re “strategic”—this shows it. When paired with a real business pain point, even a lightweight MVP becomes a **conversation-starter that breaks through cold outreach silence**.

⚠ **Sketch Radar**

🕵️**‍**♂️ **Fake Recruiters on LinkedIn (With Real Logos)**  
Scammers are cloning legit recruiter profiles and sending **malicious links disguised as job descriptions**. The pitch? “This role is closing today—click here fast.”  
🚩 **Red flag:** Urgency + request to move to Telegram or WhatsApp.  
✅ **Action:** Never click links from unverified contacts. Always check the company’s careers page directly.

💸 **Task-Based Earnings Trap**  
Sketchy social ads are offering **money for easy clicks**—like watching videos or liking posts. At first, you’re allowed to “withdraw” a small amount. Then comes the trap: they demand **money to unlock higher tiers** or access your payout.  
🚩 **Red flag:** Any job that requires **you to pay** before getting paid.  
✅ **Action:** Real employers don’t ask for cash. Period.

💻 **Malware Masquerading as Interview Software**  
After a fake recruiter “shortlists” you, they send a download link for “proprietary interview tools.” What installs is **spyware or keyloggers.**  
🚩 **Red flag:** Any request to download a file ending in **.exe or .dmg**.  
✅ **Action:** Decline and ask for a browser-based option. Real companies use Zoom, Google Meet, or legit ATS platforms.

💼 **Side Hustle Intel**

🧠 **Offer Your Expertise to Local Businesses (Fractional Consulting)**  
You don’t need to launch an agency to monetize your career experience. Many **local and independent businesses** need expert help in areas like marketing, tech setup, hiring, or customer experience—but can’t afford a full-time hire. That’s where **fractional work** comes in: short-term, part-time support based on a clear skill you already have.  
Think: 5 hours a week helping a coffee shop set up an email newsletter, or advising a local retail owner on hiring workflows.  
**How to start:** Pick one problem you know how to solve (e.g., “I help local retailers double online leads”), build a simple one-pager with an intro + two quick wins, and pitch it to 5 businesses in your area.

🔧 **Get Paid to Fix Tech Headaches (Tech Support-as-a-Service)**  
There’s a huge demand for friendly, on-call tech support—especially in neighborhoods and small cities. Many people don’t know how (or don’t want) to fix their Wi-Fi, clean up their laptop, or deal with app installs. You can be the local go-to for **low-stress tech fixes**.  
This isn't corporate IT—it’s consumer help at a premium convenience price.  
**How to start:** Offer 2–3 flat-rate services (e.g., “Speed up your PC – $50,” “Set up your router – $75”), post to Nextdoor and Facebook Marketplace, and schedule after-hours or weekend calls. Even part-time tech helpers have pulled in **$2–4k/month** doing this locally.

📝 **Make Money Helping Job Seekers Get Hired (Résumé Services)**  
Résumé writing is booming again—and it’s not just about formatting. With AI-flooded applications and stricter ATS filters, people are **paying for clarity and confidence.** If you know how to turn someone’s work history into a clean, compelling story, this side hustle is wide open.  
You can also expand into **LinkedIn profile rewrites, interview coaching, and AI résumé audits** as upsells.  
**How to start:** Offer a base résumé rewrite ($50–$75), include 1–2 before/after samples, and list on Upwork or Fiverr. One successful writer, Resume Assassin, reportedly earned **$360k/year** doing just this with tiered packages and repeat clients.