

# The Local Demand Scan

Twenty postings from your own market outweigh any influencer's tier list. The verdict line is your employer-demand evidence for Chapter 7.

| Role family (from your Path Decision Tree leaf) | Level | Market | Scanned on |
|-------------------------------------------------|-------|--------|------------|
|-------------------------------------------------|-------|--------|------------|

**Collection rules.** 20 postings you would genuinely apply to this year, posted within roughly the last two months, from at least 12 employers. Count each real vacancy once - dedupe the same posting repeated across boards and one agency or subsidiary reposting a single client role. Twenty is a floor, not a magic number: in a thin or emerging market, widen the window or radius, add employer career pages, or run a smaller honest sample and note the caveat here.

| #  | Certifications named, by family + lens<br>M machine · R recruiter · H manager · C rulebook | Required or preferred<br>(posting's words) | Experience asked | Artifact signals | Tools/skills repeated |
|----|--------------------------------------------------------------------------------------------|--------------------------------------------|------------------|------------------|-----------------------|
| 1  |                                                                                            |                                            |                  |                  |                       |
| 2  |                                                                                            |                                            |                  |                  |                       |
| 3  |                                                                                            |                                            |                  |                  |                       |
| 4  |                                                                                            |                                            |                  |                  |                       |
| 5  |                                                                                            |                                            |                  |                  |                       |
| 6  |                                                                                            |                                            |                  |                  |                       |
| 7  |                                                                                            |                                            |                  |                  |                       |
| 8  |                                                                                            |                                            |                  |                  |                       |
| 9  |                                                                                            |                                            |                  |                  |                       |
| 10 |                                                                                            |                                            |                  |                  |                       |
| 11 |                                                                                            |                                            |                  |                  |                       |
| 12 |                                                                                            |                                            |                  |                  |                       |
| 13 |                                                                                            |                                            |                  |                  |                       |
| 14 |                                                                                            |                                            |                  |                  |                       |
| 15 |                                                                                            |                                            |                  |                  |                       |
| 16 |                                                                                            |                                            |                  |                  |                       |
| 17 |                                                                                            |                                            |                  |                  |                       |
| 18 |                                                                                            |                                            |                  |                  |                       |
| 19 |                                                                                            |                                            |                  |                  |                       |
| 20 |                                                                                            |                                            |                  |                  |                       |

Thresholds

[opinion]

10+ of 20, especially as required = real local demand; leaf confirmed.

4-9 of 20 = tiebreaker, not a driver; buy only if your tree already chose it.

3 or fewer of 20 = your market did not ask; spend on the artifact instead.

Bend the count: a tally built mostly of “preferred” language, or aimed a level or two above where you stand, earns a softer verdict than the raw number - read columns 2 and 3 before you trust column 1.

The verdict line

“My market asked for \_\_\_\_\_ in \_\_\_\_\_ of 20 postings, so my leaf is **confirmed** / **adjusted to** \_\_\_\_\_.”