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The 2-Hour Job Search Part Two: Making Connections by Picking Starter Contacts & Finding Email Addresses



Steve Dalton



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2HJS is an efficient recipe for getting interviews

1. **Prioritize** employers
2. **Contact** employees
3. **Recruit** advocate

THE **2-HOUR** JOB SEARCH

Using Technology to Get
the Right Job *FASTER*



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Recap: Used LAMP list to identify top 5 targets

| No. | Company List | "Alumni" | Motivation | Posting |
|-----|----------------------|----------|------------|---------|
| 1 | Best Buy Corporation | Y | 5 | 3 |
| 2 | Disney Interactive | Y | 5 | 3 |
| 3 | Sony | Y | 5 | 3 |
| 4 | Tivo | N | 5 | 3 |
| 5 | Match.com | N | 5 | 3 |
| 6 | L'Oreal | Y | 5 | 2 |
| 7 | Mars North America | Y | 5 | 2 |
| 8 | eHarmony | N | 5 | 2 |
| 9 | General Mills | N | 5 | 2 |
| 10 | Pabst Brewing | N | 5 | 2 |
| 11 | Nike | Y | 5 | 1 |
| 12 | ZipCar | N | 5 | 1 |
| 13 | UnderArmour | N | 5 | 1 |
| 14 | DuPont | Y | 4 | 3 |
| 15 | eBay | Y | 4 | 3 |
| 16 | Hallmark | Y | 4 | 3 |
| 17 | Target | N | 4 | 3 |
| 18 | 3M | Y | 4 | 2 |
| ... | ... | ... | ... | ... |
| 40 | Enspire Learning | Y | 1 | 3 |

Be The Bachelor & good enough quickly > perfect slowly

Today: Choosing contacts & finding contact info

| No. | Company List | "Alumni" | Motivation | Posting |
|-----|----------------------|----------|------------|---------|
| 1 | Best Buy Corporation | Y | 5 | 3 |
| 2 | Disney Interactive | Y | 5 | 3 |
| 3 | Sony | Y | 5 | 3 |
| 4 | Tivo | N → Y | 5 | 3 |
| 5 | Match.com | N → Y | 5 | 3 |
| 6 | L'Oreal | Y | 5 | 2 |
| 7 | Mars North America | Y | 5 | 2 |
| 8 | eHarmony | N | 5 | 2 |
| 9 | General Mills | N | 5 | 2 |
| 10 | Pabst Brewing | N | 5 | 2 |
| 11 | Nike | Y | 5 | 1 |
| 12 | ZipCar | N | 5 | 1 |
| 13 | Under Armour | N | 5 | 1 |
| 14 | DuPont | Y | 4 | 3 |
| 15 | eBay | Y | 4 | 3 |
| 16 | Hallmark | Y | 4 | 3 |
| 17 | Target | N | 4 | 3 |
| 18 | 3M | Y | 4 | 2 |
| ... | ... | ... | ... | ... |
| 40 | Enspire Learning | Y | 1 | 3 |

Before outreach, must select “starter contacts”

Finding starter contact easy when alumni available

| No. | Company List | "Alumni" | Motivation | Posting |
|-----|----------------------|----------|------------|---------|
| 1 | Best Buy Corporation | Y | 5 | 3 |
| 2 | Disney Interactive | Y | 5 | 3 |
| 3 | Sony | Y | 5 | 3 |
| 4 | Tivo | N | 5 | 3 |
| 5 | Match.com | N | 5 | 3 |

- Choose starter contact in LinkedIn using the following hierarchy
 - 1) Functional relevance (eg, marketing)
 - 2) Alum
 - 3) Seniority
 - 4) Location

When no alumni available, finding contacts is more time-consuming, but not difficult

Finding “starter contacts” for Top 5

| No. | Company List | "Alumni" | Motivation | Posting |
|-----|-----------------------|----------|------------|---------|
| 1 | Best Buy Corporation | Y | 5 | 3 |
| 2 | Disney Interactive | Y | 5 | 3 |
| 3 | Sony | Y | 5 | 3 |
| 4 | Tivo | N | 5 | 3 |
| 5 | Majesco Entertainment | N | 5 | 3 |

- If multiple options, prioritize by 1) functional relevance, 2) alumni status, 3) relative seniority
- If not, recommended hierarchy is:
 1. Undergraduate alumni
 2. LinkedIn Group connections
 3. Fan mail

Post-graduation application, as well

When alumni available, use this diagnostic

1. *Most recent alumni (LinkedIn) – LAMP created using this info*
2. Undergraduate alumni (LinkedIn)
3. Group connection (LinkedIn)
4. Fan mail (Google)
5. 2nd-degree connection (LinkedIn)

Email verification options

Application beyond job search

Summary of Contact Selection

1. Alumni not necessary, but provide easy & fast starting point
2. LinkedIn Group connections should meet your needs >90% of the time
3. Fan mail most effective, but also most time-consuming – balance the pros and cons

Output: Starter contacts & contact info for Top 5

Further discussion on Huffington Post: [Google “Five Minutes to a Better Job Search in 2014”](#)



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