



WORK SHEETS

The 2-Hour Job Search Part Three: Reaching Out by Writing & Tracking Simple, Effective Outreach Emails



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Presented by Steven Dalton

In this 3rd webinar of a 3-part webinar series, Steve Dalton, author of the renowned book, “The 2-Hour Job Search” reveals his methods on how reach out to your contacts and turn them into advocates using simple and effective outreach emails.

The 2-Hour Job Search is an efficient recipe for getting interviews. It splits the process of getting that first interview into 3 parts (01:07):

1. Prioritize Employers
2. Contact Employees
3. Recruit Advocates

Recap: Used LAMP List to identify top 5 companies with contact information (02:54).

Key Takeaways:

1. Be The Bachelor in your own job search.
2. Be good enough quickly rather than perfect slowly.

Today: Initiating contact and working down the list (03:11)

- Starter contacts have now been identified in the Top 5 companies and the next step is to work down the list
- How to systematically reach out to people so that we're not wasting time.
- Goal of this step: securing an informational interview (03:31).
 - We want to get somebody on the phone where we can reconfirm our relationship with them. Once we get them on the phone, we systematically turn them from a stranger to an advocate using TR framework outlined in my book, The 2-Hour Job Search.

Outreach

Some contacts are better than others (03:55) – key frame to keep in mind.

- Most common complaint... (04:07) People never respond to me. Some people no matter how customized your outreach is, will never get back to you.
- Three types of contacts: (04:21):
 1. **Curmudgeons** (04:21) – People who have no interest in helping people find a job. Zero expected value because they do not reply to email and jobseeker can move on.
 2. **Obligates** (04:44) – People who appear to be helpful but they actually don't want to be helpful in the job search. Dangerous in the job search because they actively take your energy and attention but they give you nothing in return.
 3. **Boosters** (05:43) – These are people who will accommodate you when you say you come from the same school. They are interested in paying it forward and appreciate a person's pro-activity.
- Unfortunately, there's no checkbox in LinkedIn that says a person is a booster, curmudgeon or obligate (06:15).

- Use proxy information to distinguish which segment an individual contact belongs to, particularly boosters.

Recommended rule to determine boosters: **Response Time** (06:45)

- If a contact reaches out within 3 business days, he's considered a booster.
- If it takes longer than 3 business days, he's considered as a curmudgeon or an obligate.

Every action in the job search is designed to appeal to boosters because they're the ones who give us help in our job search (07:08).

Outreach in 2HJS specifically targets Boosters (because that's where all the benefit comes from) (07:58).

- Write an outreach email that **defuses any reason why a booster may not respond** (08:18).
 - **Couch experiment** (08:49)
 - An experiment used to test if people will help a person move a couch using these 3 factors: no wage, a token wage or fair wage.
 - You shift people from social norms to market norms when you introduce compensation in a scenario.
 - The conventional wisdom around outreach in the job search was very market- driven.
 - In reality, people who will advocate for you will never really benefit with you in the organization (12:04). The only reason why they will help you is because they're driven by social norms.
 - Do not sell yourself in this 2-hour job search as selling yourself can turn a contact off (13:04).
- **Rely on Social norms, not market norms** to create our 4-Point Email (Dan Ariely, *Predictably Irrational*) (14:04)
 - 4-Point Emails are simple, durable and especially effective with Boosters (14:13).
 - Example #1: (14:26)

Subject: Fellow Duke MBA seeking your advice

Dear Jeff,

My name is Becca and I'm a Duke MBA student. Can I ask you a few questions about your experience at Red Hat? I'm trying to learn more about marketing roles at tech companies in North Carolina, and your help would be greatly appreciated.

Thank you for your time,
Becca

- Example #2: (14:53)

Subject: Duke MBA seeking your insight

Hello Vivek,

I'm Adrian Bennett, a fellow Duke MBA ('16). May I have a few minutes of your time to discuss your experience with Enspire Learning? Your insights would be greatly appreciated, as I'm now in the process of applying for a Marketing Associate position there.

Thank you for your consideration,
Adrian

- High-efficiency outreach - 4-Point Email traits:
 1. **Concise (<100 words - example had 44)** (14:26) – Very short, barebones and generic outreach email.
 2. **Ask for their advice/insight, not for job leads** (16:58) -- No need to be explicit that you're looking for a job. Be more respectable by demonstrating that you're interested more about them and not you or your job search need.
 3. **State your connection first** (18:49) – One reason why a booster does not respond is because they think they're being spammed. In the first line of the email, mention how you know this person to increase response rate.
 4. **Define interest specifically AND generally** (19:23)
 1. Specific = marketing at Red Hat
 2. General = marketing at NC tech firms
- This format gives the ability to summarize the subset of target organizations you're approaching with 6-7 words is the modern branding statement. It quickly cuts off the companies you're not interested in and gives people the sense for companies you're interested in.
- Give them some options if in case, their company is not an option.
- **Super Booster** (21:34) – Very helpful because they can put you in touch with the right people at a multitude of firms.

How does outreach email work once you get further down in your career? (22:52) - Common question from most experienced Job Seekers.

- Email will be very similar but it would be a little bit experiential. Instead of asking about their insights and advice, ask about their experience at the company. Then add a sentence like a brief background.
- Don't modify these outreach emails heavily. (24:01.19)
- Don't send the same email to multiple people in one company at a time. Space it out. Reach out to one person at a time but 5 companies at a time (24:19).
- To get this outreach email, draft out our starter contacts for our top 5 employers (24:30).

Routinized tracking is critical for high-efficiency outreach (24:39)

- You can't rely on your memory to do tracking.
- Your memory is neurochemically impaired in b-school, so computer based tracking is essential (26:48).
- Computer-based tracking process: 3B7 Routine.

3B7 Routine reduces mistakes & protects executive function (27:14)

- **Executive function** - another way of saying intelligent willpower.
- Preserve your executive functions so that you have that critical thinking available to you when you need it at the most.
- How the 3B7 works...

B - business days

3 and **7** are for the 2 duration of times that you will wait before you take further action on an email that you sent. So 3 business days and 7 business days.

On Day 0: To initiate outreach, email one person from each of your Top 5 simultaneously (28:11).

- Set two reminders any time you email someone new and expect 40% success rate (28:20).
 - If 40% of the time, you get an email, it indicates this person is a booster. Setup an informational interview and take it from there.
 - However, if you don't hear back within 3 business days, it looks like we don't have a booster.

How to handle this experience? (28:52)

- Choose to follow up after 3 business days.
- Then follow-up on Day 7.
- If you haven't heard from your contact within 7 business days, that's the time to follow back out.

How to follow-up? (29:24)

- Leave a simple voicemail.
- Can resend the same email.

Just choose one type of follow-up. The key is to send a follow-up message after 7 business days as this leaves a positive impression on that contact's mind.

If you get in at some point, you will be reviewed positively because you treated their time respectfully, reached out, followed up and then moved on.

- **Day 7:** Only one follow-up attempt per contact (31:14)
 - The key here is that there will only be 1 follow-up attempt per contact. You will only email a person twice without a response before you move on.
- ***So what is the 3B7 for?*** (31:30)
 - 3 Business day reminder is a signal that you should try a second contact at the same employer.

- The nice thing about 3 business day and 7 business day staggers, is that you'll know where you'll stand with that 2nd contact before you can follow up with the first one.
- *What if the 2nd contact didn't get back to us in 3 business days and we're in a hurry? (32:56)*
 - Call the first person within the 7 business day reminder.
- *What happens if I reach out to the 2nd contact and they get back to me right away, then when I reach out for a follow-up for the first contact, they get back to me? (33:21)*
 - Do 2 informational interviews as people may be helpful.
- Without a booster within an organization, you have 0% chance of getting a job there (34:16). So it's critical that you spread your network as widely as possible because 1 person can be very effective in keeping your feet on the ground to notify you of any additional new job opportunities.

Summary of high-efficiency outreach

- Methodical outreach is critical for an MBA-level job search campaign (preserving energy & minimizing mistakes) (34:42)
 - Benefit of the 3B7 routine is it makes the outreach process finite (36:01).
 - *How do you set these reminders? (36:20)*
 - Use fake appointments in Google Calendar or Outlook Calendar for 7 in the morning or earlier on the day you're supposed to take action.
 - So if you send your emails on Monday, you create fake reminders on 7am, 3 business day reminder on companies 1 to 5 on Thursday at 7am.
 - Nice thing:
 - You have all day to take action.
 - Plenty of days where you don't have work.
 - Tradeoff:
 - On days where you need to take action, either send an email to a 2nd contact on that company or follow-up on an original contact.
 - You have to follow the rules exactly.
 - If you're uncomfortable with the 3B7, some people do it for 4B9 (38:00). Use the X and the 2X+1 staggers, so you know where you stand with that 2nd contact whether you know it's a booster or not before you'll follow up with that first contact.
 - Do not constantly update your LAMP list (39:01).
 - When you're starting out, it's critical that you start with 5 employers simultaneously. With the hit rate of 40% on average, you'll hear back from 2 of the companies that you reach out to on the first try.
 - When you see a booster in your top 5 companies, you cross that out in your top 5 list and you incorporate no. 6 which now moves in your top 5 (40:01). So move on to the next company in your LAMP list to repopulate the process.
 - The biggest mistake that people do is they don't set reminders when they send those first batch of emails (40:39). It's critical that whenever you send out that first outreach email to someone you send in the 3 business days or 7 business days at that moment so you don't forget.

- The job search is the job. (41:34)

- **4-Point E-mail:** Focus on Boosters, but expect Obligates and Curmudgeons in your job search (44:01).
- **3B7 Routine:** Track outreach rigorously via computer (45:07).
Result of this effort: You'll get an informational interview. Once you get the informational interview setup, check out the TR Framework for systematically building likeability in informational interview. (45:21).