



A WEBINAR SERIES : AVAILABLE 24/7 ON ANY DEVICE

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



Steve Dalton



Author of *Great on the Job: What to Say, How to Say It. The Secrets of Getting Ahead*



2HJS is exactly what I'd do if I had to start right now

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

THE **2-HOUR** JOB SEARCH

Using Technology to Get
the Right Job *FASTER*



STEVE DALTON

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Recap: Used LAMP list to identify top 5 w/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	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	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

Be The Bachelor & good enough quickly > perfect slowly

Today: Initiating contact and working down the list

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 → X	5	3
5	Match.com	N → X	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

Goal of this step: securing an informational interview

Some contacts are be/er than others

- Most common complaint...
- Three types of contacts:
 1. Curmudgeons
 2. Obligates
 3. Boosters
- Unfortunately...

Outreach in 2HJS specifically targets Boosters

- Defuse reasons Boosters may not respond
 - Couch experiment
- Rely on social norms, not market norms (Dan Ariely, *Predictably Irrational*)



4-Point E-mails are simple, durable, and especially effective with Boosters

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

4-Point E-mails are simple, durable, and especially effective with Boosters

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.

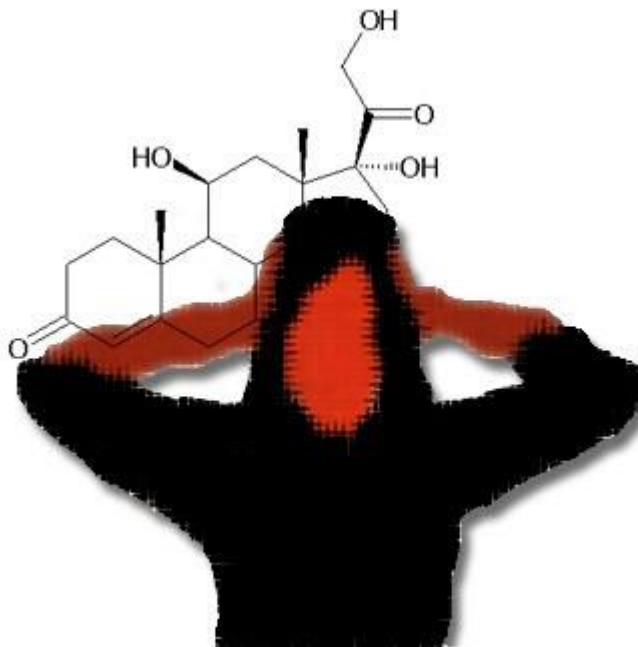
Thank you for your consideration,

Adrian

High--efficiency outreach – 4–Point E–mail traits

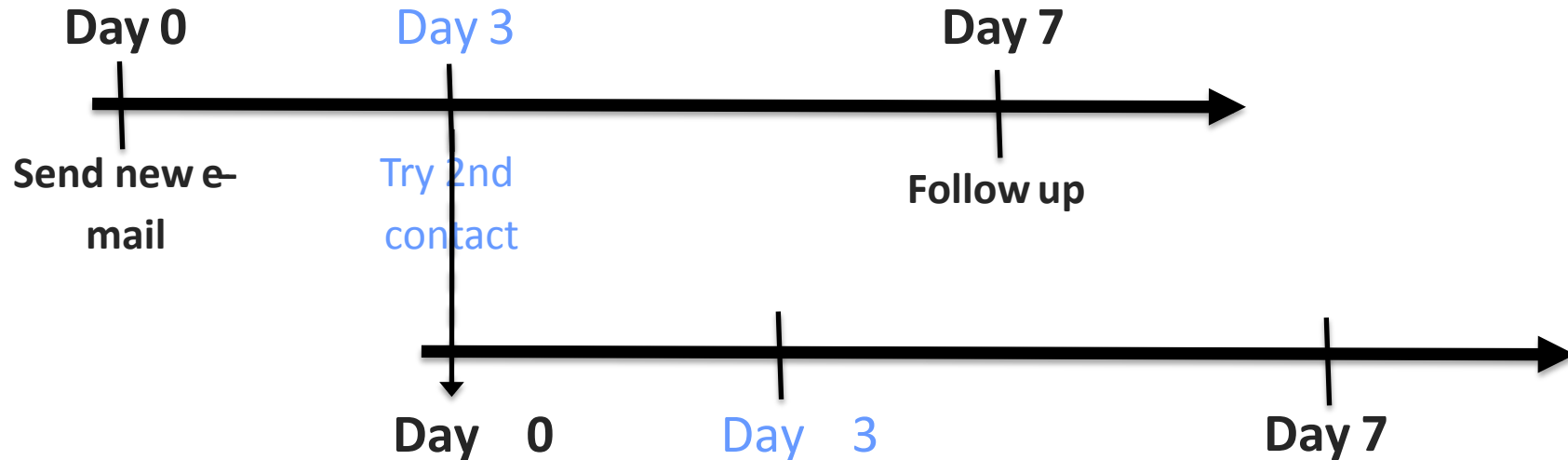
1. Concise (<100 words – example had 44)
2. Ask for their advice/insight, **not for job leads**
3. State your connection first
4. Define interest specifically AND generally
 1. Specific = marketing @ Red Hat
 2. General = marketing @ NC tech firms

Routinized tracking critical for high--efficiency outreach



**Your memory is neurochemically impaired in b--school, so
computer--based tracking is essential**

3B7 Routine reduces mistakes & protects executive function



To initiate outreach, e-mail one person from each of your Top 5 simultaneously

- Set two reminders any time you e-mail someone new & expect 40% success rate
- *Only one follow-up a7empt per contact*

Summary of high--efficiency outreach

- Methodical outreach is critical for an MBA--level job search campaign (preserving energy & minimizing mistakes)
- **4--Point E--mail:** Focus on Boosters, but expect Obligates & Curmudgeons
- **3B7 Routine:** Track outreach rigorously via computer

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