

2 Hour Job Search Quick Start Guide

Based on "The 2-Hour Job Search" by Steve Dalton

Step 1: Prioritize (The L.A.M.P. Method)

- 1) List column (40 minutes total—4 approaches x 10 minutes per)
 - a) Dream employer approach (see page 25)
 - i) Type any “dream employers” that come to mind into the “L” column of your spreadsheet.
 - ii) Determine common traits shared by your dream employers, and log employers who similarly meet those criteria.
 - b) Alumni approach
 - i) Search alumni databases for organizations where alumni hold interesting job titles in interesting locations.
 - c) Posting Approach
 - i) Search Indeed.com for organizations with current available job postings of interest to you.
 - d) Trend-following approach
 - i) Google trends in industries or functions of interest such as “marketing trends”) for employer ideas.
- 2) Alumni (or ANY) “A” column (10 minutes)
 - a) Search your most recent alumni database for alumni at each employer or any contact in the company you may have, in the “L” column.
 - b) Note only Y for yes and N for no in the “A” column—*do not copy contact information.*
- 3) Motivation “M” column (5 minutes)
 - a) Assign target employers in the “L” column a qualitative score of 1 to 5, assessing your motivation to approach each.
 - i) Award a score of 5 to targets you find most motivating (“dream employers”).
 - ii) Award a score of 2 to targets you are familiar with but find least motivating.
 - iii) Award a score of 1 to targets you are completely unfamiliar with.
- 4) Posting “P” column (15 minutes)
 - a) Using Indeed.com, classify current hiring activity. A 1 to 3 scale should work in a majority of cases. for example:
 - i) Award a score of 3 for hits found when searching for “<employer name><job keyword>.”
 - ii) Award a score of 2 for hits found when searching for “<employer name>” but not “<employee name><job keyword>.”
 - iii) Award a score of 1 when no hits are found for either of above options.

- b) The “P” column’s scoring scale is highly customizable, so reread this chapter if you are uncertain which scale is most appropriate for your particular search.

Step 1: Wrap-Up–SORT Lamp List in This Order:

1. **Motivation** (largest to smallest)
2. **Posting** (largest to smallest)
3. **Alumni** (reverse alphabetically; or Z to A)
Change targets’ Motivation scores (as desired) based on job posting quality, alumni contacts, or additional research of unknown employers, and SORT again. (*Your final list should resemble the sample on page 75.*)

Step 2: Contact (Boosters, Obligates, and Curmudgeons)

- 5) Naturalize (20 minutes)
 - a) Identify **top-priority** employers (say, those in your Top 5) with N’s in the **Alumni/Any** contact column.
 - i) If none, proceed to step 6.
 - ii) If one or more, use the following algorithm to convert N’s to Y’s:
 - 1) Most recent alumni database (already done)
 - 2) Previous alumni databases
 - 3) LinkedIn (Group connection or first- or second- degree connection)
 - 4) Facebook
 - 5) Fan Mail (reach out to contact in regard to article, award, etc.)
 - 6) Cold calls
 - iii) Once a target is found, note source.
 - b) Utilize emails4corporations.com as needed.
- 6) Email (20 minutes)
 - a) Locate email address for most relevant contact at each of Top 5 target employers.
 - b) Write **5-Point Email** to each contact.
- 7) Track (10 minutes)
 - a) Follow the **3B7 Routine** for Top 5 target employers.
 - i) Set two reminders in Outlook any time a 5-Point Email is sent to a new contact:
 - 1) **Reminder #1:** three business days later
 - 2) **Reminder #2:** seven business days later
 - ii) If a response is received before **Reminder #1** pops up, you likely have found a **Booster**—schedule an informational interview as soon as possible.
 - iii) If no response is received before **Reminder #1** appears, initiate outreach to a second contact using the **3B7 Routine**.
 - iv) If no response is received before **Reminder #2** appears, follow up with the original contact.
 - b) Initiate contact with new target employers beyond Top 5 whenever a **Booster** has been identified, an employer is ruled out, or time permits.

Step 3: Recruit (Informational Interviewing)

8) Research (15 Minutes per interview)

- a) Conduct external research.
 - i) See DataMonitor360 analysis (when available).
 - ii) Review positive headlines on front page of target's website.
 - iii) Google both interviewer and employer for any negative headlines.
- b) Prepare for the Big Three.
 - i) "Tell me about yourself."
 - ii) "Why are you interested in our company?"
 - iii) "Why are you interested in our industry and/or function?"

9) Discuss (30 minutes per interview)

- a) The three phases of a TIARA Framework informational interview are:
 - i) Small talk
 - ii) Questions and answers (TIARA)
 - iii) Next Steps
- b) Small talk should occur naturally, but can be induced systematically if it does not.
 - i) "How is your day going?"
 - ii) "What are you working on?"
 - iii) "What path did you follow to join your employer?"
- c) **TIARA** is the guide for Q&A:
 - Trends
 - Insights
 - Advice
 - Resources
 - Assignments
- d) During next steps:
 - i) If a referral is offered, commit (and schedule) yourself to follow up in two weeks.
 - ii) If a referral is not offered, transition to Two-Point Informational Closing.

10) Follow-up

- a) Set monthly reminders to update those with whom you've conducted informational interviews.
 - i) First update email should recap advice given and benefits gained, ending with a request for additional suggestions.
 - ii) Subsequent updates serve primarily to update contact on your progress and request any additional suggestions.
- b) Time spent "harvesting" Boosters will grow as progress is made, but should remain minimal compared to outreach to new targets on LAMP list.
- c) Repeat Steps 2 and 3 until contacts lead to interviews and employment!