

THE 2-HOUR JOB SEARCH

**USING TECHNOLOGY TO GET THE
RIGHT JOB *FASTER*,
2ND EDITION**

BY STEVE DALTON

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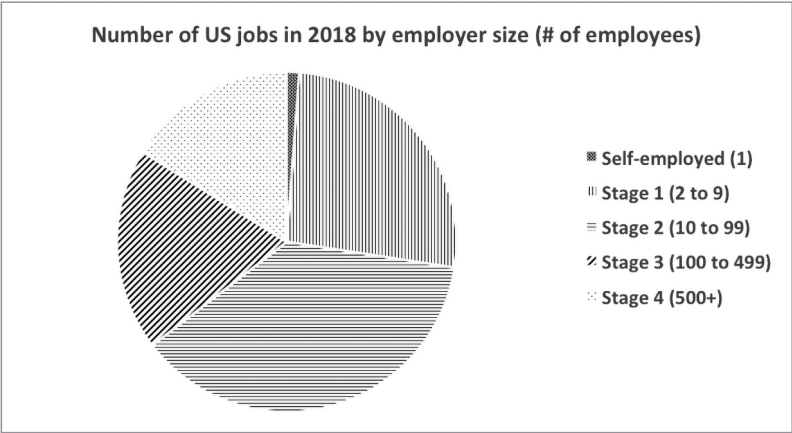
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Number of US Jobs in 2018 by Employer Size Chart

EMPLOYER SIZE (# OF EMPLOYEES)	2018	
	BUSINESSES	JOBS
Total	16.0 million	164.9 million
Self-employed (1)	12.3%	1.2%
Stage 1 (2-9)	70.4%	26.2%
Stage 2 (10-99)	16.0%	36.4%
Stage 3 (100-499)	1.2%	19.8%
Stage 4 (500+)	0.1%	16.4%

Source: <http://youreconomy.org/profile/index.lasso>

Number of US Jobs in 2018 by Employer Size Graph



L Column Example

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	Kickstarter			
2	Indiegogo			
3	Patreon			
4	GoFundMe			
5	Network for Good			
6	Classy			
7	Crowdfunder			
8	GiveGab			
9	Razoo			
10	Funraise			

LAMP List Example

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	Ace Tomato Co.			
2	BiffCo			
3	Darlington Electronics			
4	Hanso Corporation			
5	Initech			
...	...			
...	...			
...	...			
39	Staypuft Marshmallow Inc.			
40	Zamunda Airlines			

LAMP List Example with Advocacy

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	Ace Tomato Co.	Y		
2	BiffCo	Y		
3	Darlington Electronics	N		
4	Hanso Corporation	Y		
5	Initech	N		
...	...	...		
...	...	...		
...	...	...		
39	Staypuft Marshmallow Inc.	N		
40	Zamunda Airlines	Y		

LAMP List Example with Motivation

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	Ace Tomato Co.	Y	2	
2	BiffCo	Y	3	
3	Darlington Electronics	N	2	
4	Hanso Corporation	Y	1	
5	Initech	N	0	
...	...	...	...	
...	...	...	...	
...	...	...	...	
39	Staypuft Marshmallow Inc.	N	3	
40	Zamunda Airlines	Y	0	

Indeed Search Bar

What Job title, keywords, or company	Where City, state, or zip code
<input "graphic="" design"="" type="text" value="ace tomato"/> 	

Indeed Job Posting

Graphic Designer

Ace Tomato Co

New York, NY 10048

\$4,350 - \$6,250 a month

Bachelors Degree in Graphic Design or related field required. Talented Graphic Designer needed for a unique position requiring design work in various...

Apply instantly

5 hours ago - [save job](#) - [more...](#)

Indeed Search Bar without Functional Keyword

What Job title, keywords, or company	Where City, state, or zip code
ace tomato 	

BiffCo Indeed Search Bar

What	Where
Job title, keywords, or company	City, state, or zip code
<input design"="" graphic="" type="text" value="biffco "/> 	

Unsorted LAMP List

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	Ace Tomato Co.	Y	2	1
2	BiffCo	Y	3	3
3	Darlington Electronics	N	2	2
4	Hanso Corporation	Y	1	3
5	Initech	N	0	3
...	...	...	...	...
...	...	...	...	...
39	Staypuft Marshmallow Inc.	N	3	3
40	Zamunda Airlines	Y	0	1

Final Version of Sort Dialog Box

Add levels to sort by:

☒ My list has headers

	Column	Sort On	Order	Color/Icon
Sort by	Motivation	⇅ Values	⇅ Largest to Smallest	⇅
Then by	Posting	⇅ Values	⇅ Largest to Smallest	⇅
Then by	Advocacy	⇅ Values	⇅ Z to A	⇅

+

-

Copy

Options...

Cancel

OK

Sorted LAMP List

#	LIST	ADVOCACY	MOTIVATION	POSTING
1	BiffCo	Y	3	3
2	Staypuft Marshmallow Inc.	N	3	3
3	Darlington Electronics	Y	3	2
4	Ace Tomato Co.	Y	3	1
5	Hanso Corporation	Y	2	3
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...
39	Initech	Y	0	3
40	Zamunda Airlines	N	0	1

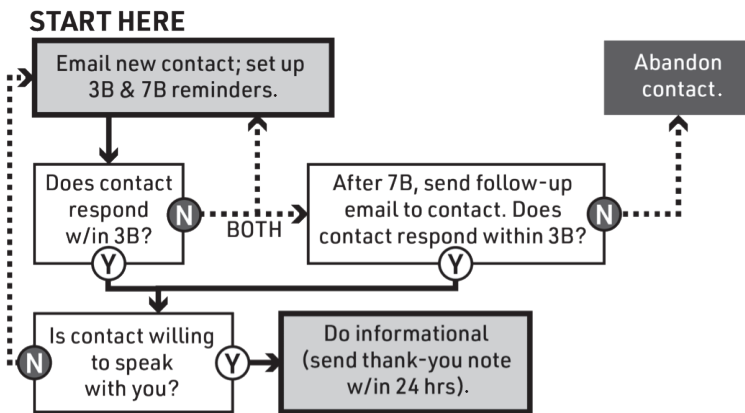
Calendar Example

MON	TUE	WED	THU	FRI
2 Today: Send Ed Biffco 6-Point Email	3	4	5 7AM: 3B Ed BiffCo	6
9	10	11 7AM: 7B Ed BiffCo	12	13

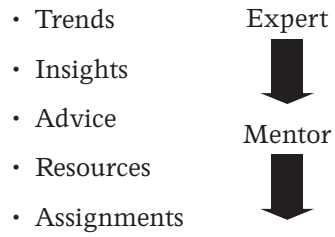
Updated Calender Example

MON	TUE	WED	THU	FRI
2 <i>Send 6-Point Email to Ed BiffCo</i>	3	4	5 Today: Send 6-Point Email to Ana BiffCo <i>3B Ed BiffCo</i>	6
9	10 7AM: 3B Ana BiffCo	11 <i>7B Ed BiffCo</i>	12	13
16 7AM: 7B Ana BiffCo	17	18	19	20

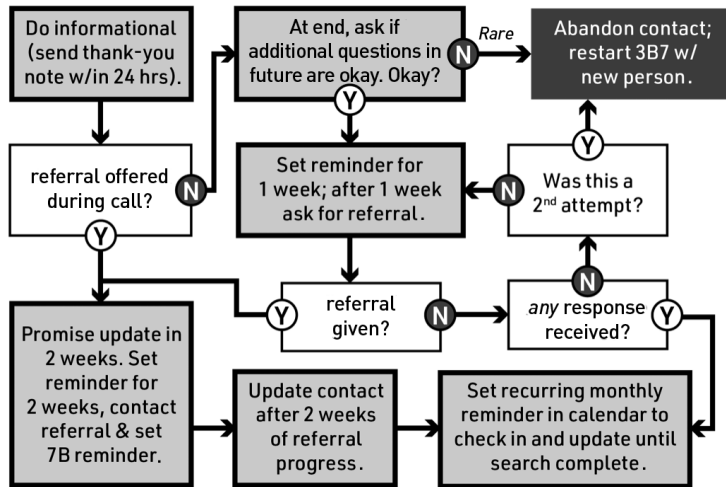
3B7 Diagram



TIARA Graphic



Harvest Cycle Diagram



QUICK-START GUIDE

This guide is not a substitute for reading the rest of the book. However, it should refresh your memory enough to help you execute the steps we covered earlier without having to flip back and forth.

Here's what we learned.

Part 1: Prioritize (the LAMP List)

1. List column (40 minutes total—4 methods $\times$ 10 minutes; 40-employer minimum in total)
 - A. Dream employer method
 - i. Type any “dream employers” that come to mind into the L column of your spreadsheet.
 - ii. Determine common traits shared by your initial dream employers and use a search engine to identify employers who meet those and similar criteria.
 - B. Alumni (or affinity) employer method
 - i. Search alumni or affinity databases to find organizations where people like you hold interesting job titles in interesting locations.
 - C. Actively hiring employer method
 - i. Search Indeed.com (or similar) for organizations with currently available job postings of interest to you.

- D. Trending employer method (if work authorized; visa employer method if not)
 - i. Trending employer method: Read or Google trends in industries or functions of interest (e.g., “mobile gaming trends”) for employer ideas.
 - ii. Visa employer method: Use Visa database (e.g., Myvisajobs.com) to identify employers who recently sponsored people targeting your desired career path.
- 2. Advocacy column (10 minutes)
 - A. Search LinkedIn for advocates (for example, alumni from your most recent educational institution) at each employer in the L column.
 - B. Note only “Y” for “yes” and “N” for “no” in the Advocacy column—do not count or copy contact information.
- 3. Motivation column (5 minutes)
 - A. Assign target employers in the L column a qualitative score of 0 to 3, assessing your level of interest to approach each:
 - i. Award a score of 3 to targets you find most motivating (“dream employers”).
 - ii. Award a score of 1 to targets you find least motivating *and with which you are familiar*.
 - iii. Award a score of 0 to targets with which you are completely unfamiliar.

4. Posting column (15 minutes)
 - A. Using Indeed.com or similar, classify current hiring activity on a 1 to 3 scale:
 - i. Award a score of 3 when postings found are “very relevant.”
 - ii. Award a score of 2 when postings found are “some-what relevant.”
 - iii. Award a score of 1 when no relevant postings are found.
5. LAMP List Wrap-up
 - A. Sort your LAMP list priorities in this order:
 - i. Motivation (largest to smallest)
 - ii. Posting (largest to smallest)
 - iii. Advocacy (reverse alphabetically, or Z to A)
 - B. Once finished sorting, alter targets’ Motivation scores (as desired) based on job posting quality, advocacy contacts, or additional research of unknown employers. Then re-sort. Repeat until satisfied with Top 5. (Your final list should resemble the sample on page 15.)

Part 2: Contact Boosters, Obligates, and Curmudgeons

6. Naturalize (20 minutes)
 - A. Identify two starter contacts using the following order of recommended priority for each Top 5 employer:
 - i. Functionally relevant
 - ii. Fellow alumni (or affinity group member)

- iii. One to two levels above where you'd start
 - iv. Internally promoted
 - v. Uniquely named
 - B. Identify method for contacting them using the following order of recommended priority:
 - i. LinkedIn Groups
 - ii. Direct email:
 - a. Alumni (or affinity) database
 - b. Email finders (e.g., Hunter.io)
 - c. "Fan mail"
 - iii. LinkedIn invitations to connect
 - iv. Facebook/Twitter/other social media
 - v. LinkedIn second-degree connections
- 7. Email (20 minutes)
 - A. Draft 6-Point Email to favorite starter contact at each Top 5 employer:
 - i. Write fewer than seventy-five words.
 - ii. Ask for insight and advice, not job leads.
 - iii. State your connection first.
 - iv. Make your request in the form of a question (ending in "?").
 - v. Define your interest both narrowly and broadly.
 - vi. Keep over half the word count about the *contact*, not about you.

8. Track (10 minutes)

A. Follow the 3B7 Routine for Top 5 target employers:

- i. Set two reminders in your email program's calendar *every time* a 6-Point Email is sent to a new contact for the first time:
 - a. 3B reminder: Try someone else
 - b. 7B reminder: Follow up

B. Initiate contact with a new target employer beyond your Top 5 anytime:

- i. A true Booster has been identified at one of your Top 5 (rendering further new effort at that employer unnecessary).
- ii. An employer is ruled out.
- iii. Time permits (once you've completed outreach to a third contact at each of your initial Top 5 using 3B7 correctly).

Part 3: Convince: Informational Meetings

9. Research (~15 minutes per interview)

A. Conduct external research:

- i. See investor relations pages on employer websites.
- ii. Review positive headlines on front page of target's website.
- iii. Google both employer (for any negative headlines) and interviewer.

B. Prepare for the Big Four:

- i. "Tell me about yourself."
- ii. "Why do you want to work for our organization?"
- iii. "Why do you want to work in this role?"
- iv. "Why do you want to work in our sector/industry?"

10. Discuss (~30 minutes per interview)

A. Movement #1: Small talk. Small talk should occur naturally, but can be induced systematically if it does not:

- i. "How is your day going so far?"
- ii. "What's been your path to joining <organization>?"
- iii. "What are you working on right now?"

B. Movement #2: Questions and answers (TIARA):

- | | |
|----------------|--------|
| i. Trends | Expert |
| ii. Insights | ↓ |
| iii. Advice | Mentor |
| iv. Resources | ↓ |
| v. Assignments | |

C. Movement #3: 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-Part Informational Closing

11. Follow-up (Ongoing)

- A. Follow Harvest Cycle to update those with whom you've conducted informationals on a monthly basis.