

2-HOUR JOB SEARCH ONLINE WORKSHOP IN THREE PARTS



- Target the right employers
- Make contacts with "boosters"
- Connect to opportunities

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THE 2-HOUR JOB SEARCH

Using Technology to Get
the Right Job Faster



WORK SHEETS

2-Hour Job Search Part Two: Finding Contacts & Contact Information



Steve Dalton

*Author of *The 2-Hour Job Search**



In this second presentation of the three-part webinar series, Steve Dalton, author of the renowned book, “The 2-Hour Job Search” provides an exact process on how to find contacts at your target employers efficiently and gracefully.

The challenge of a modern job search is how to get internal referrals systematically to predictably improve odds of success. This presentation provides a fast and efficient process to (05:32):

1. Pick the right contact when we have more than one alum identified
2. Find a contact on a company when we don't have any alumni

How it's done step-by-step:

How to contact an Alumni via LinkedIn in an efficient manner:

1. Go to LinkedIn.
 2. Click on Advanced People search in upper right hand corner. Make sure to highlight 3rd degree and everyone else option.
 3. Enter Company Name under Company (ex. use TIVO).
 4. Select Current -- choose this for networking efforts rather than previous employees.
 5. Enter name of the most recent Business school under School.
 6. Click Search.
 7. If no results, check change school to your Undergraduate Alumni.
 8. Click Search.
 9. Check results.
- For example, if you have 2 results, choose the more relevant contact –somebody you like to get in touch with.

How to use “Fan” Mail

1. Go to Google.
2. Enter **company name + functional keyword** (like marketing) + **“interview with”** –a technique used to find informal interviews on managers and directors.
3. Once you get search results, read on the article and check if there's contact information.
4. If there's no contact information available, use Bing.
5. Do a search for +**“@company.com”**
6. Look for the naming convention in results.

Alternative ways to get the naming convention of companies:

Using emails4corporations.com

1. Go to **emails4corporations.com**
2. Enter the name of the company on upper right hand of the page.
3. Click Search this site.
4. Click on one of the Search results.
5. Search for your company and look for the email convention format.

Using email-format.com

1. Go to email-format.com
2. Type name of company on search field.
3. Hit enter.
4. It will give you options with confidence level.
5. Click on Representative Email Addresses.

If you have an email address that you think might work but you're not 100% sure, use an Email Verification service.

1. Google “**email verification**”.
2. Click on one of the results. You can use any of the results provided as they provide the same thing
3. Enter email address you're testing to see if it's valid.

How to get around a blocked profile in LinkedIn:

1. Copy and paste the Job Title then go to Google.
2. Enter **Job Title + Name**.
3. Click on direct link –may still be restricted.
4. Click on **name profiles** –it goes to LinkedIn and you'll get a full profile.
5. Scroll down to the groups that they belong to. Find one that will be reasonable for you to join.

How to contact LinkedIn Members that are showing names

1. Copy paste the Job Title (put quotation marks for exact job matches).
2. Click on direct profile.
3. Join the group –so you can **talk** to the member about his experience at company, etc.

NOTES with time stamps to find explanations in the video:

We have Alumni to choose from. How do we pick the right one to approach? (06:03)

Choose starter contact in LinkedIn using the following hierarchy (06:19)

1. **Functional relevance** (e.g. marketing) (06:33.04)

- If you want a marketing job and no alum of yours is on marketing, you would approach the marketing person even if they went to a different school.

2. **Alum** (07:26)

- If you have multiple people in marketing to choose from, pick the one that's an Alum -- so there's a bit of commonality to work with.

3. **Seniority** (07:53)

- If you have several people in marketing and alumni of your most recent school, target somebody 10 years' senior to you.

- If there's nobody 10 years older than you, your only option is very junior people who may be a year or 2 in, or very senior people like maybe 15-20 years in, go for the more senior person first.

4. **Location** (09:40)

- Choose somebody who is in the office of your preference. Least important selection criteria but it is an important one if you have multiple options to choose from.

When no alumni are available, finding contacts is more time-consuming, but not difficult. (10:04)

If no alumni available, choose starter contact in LinkedIn using the following hierarchy (10:45)

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 (12:07)

- Because business school alumni are more concentrated in careers that you will find useful.

2. Undergraduate alumni (LinkedIn) (12:23)

- Undergraduate alumni are great especially if you went to a larger institution.
- It's the next easiest way in finding contacts if the most recent alumni from your institution to draw from.

Steps on how to contact an Alumni via LinkedIn in a pretty efficient manner: (12:58)

10. Go to LinkedIn.
 11. Click on Advanced People search in upper right hand corner. Make sure to highlight 3rd degree and everyone else option.
 12. Enter Company Name under Company (ex. use TIVO).
 13. Select Current -- choose this for networking efforts rather than previous employees.
 14. Enter name of the most recent Business school under School.
 15. Click Search.
 16. If no results, check change school to your Undergraduate Alumni.
 17. Click Search.
 18. Check results.
- For example, if you have 2 results, choose the more relevant contact –somebody you like to get in touch with.

Ways on how to reach out to your contact via LinkedIn: (14:59)

1. Connect with them.
 - This is strongly discouraged as connecting with strangers is a pretty threatening way to be someone's acquaintance.
2. Get introduced.
3. Send InMail.
 - This is not recommended because this is a paid option when there are free options available.
4. Check connection.
 - If there's a 2nd degree connection option and that person hasn't been contacted for several years, reach out first.
 - 2nd degree connections are good for somebody you know well but more often than not, our LinkedIn network contains people we're out of date.

The hit rate may be higher on a particular form of outreach but it takes more time do that outreach, it's overall a lower return on effort.

How to connect with 2nd degree connections using the Group connection process in LinkedIn: (17:37)

1. Click on the profile.
2. Check Groups.
 - You can join up to 50 groups.
 - Check if you have the same group connection.
3. Click on the group.
4. Click on Members page of the group –you will get a database.
5. Enter the name of the contact in the Search box.
6. Click Search.
7. You should now see an option for Send Message on the profile –you can now message the person directly which is a very graceful way to make that connection.

Listed in decreasing order of return on effort. It will go harder as you go down the list or a little less likely to succeed. (18:55)

3. Group connection (LinkedIn) (19:26)

- Highly recommended.
- Most schools have a LinkedIn group for their Alumni network and their current students, join those groups because they give more messaging power.

4. Fan Mail (Google) (19:42)

- It's media flattery.
- Find somebody in that organization, that is quoted by the media, that is interesting. This can be used as an ice breaker when reaching out to the person.

***How to use Fan Mail* (20:29)**

7. Go to Google.
8. Enter **company name + functional keyword** (like marketing) + **“interview with”** –a technique used to find informal interviews on managers and directors.
9. Once you get search results, read on the article and check if there's contact information.
10. If there's no contact information available, use Bing.
11. Do a search for **+“@company.com”**
12. Look for the naming convention in results.

Alternative ways to get the naming convention of companies: (24:33)

Using emails4corporations.com (24:38)

6. Go to **emails4corporations.com**
7. Enter the name of the company on upper right hand of the page.
8. Click Search this site.
9. Click on one of the Search results.
10. Search for your company and look for the email convention format.

Using email-format.com (25:12)

6. Go to email-format.com
7. Type name of company on search field.
8. Hit enter.
9. It will give you options with confidence level.
10. Click on Representative Email Addresses.

If you have an email address that you think might work but you're not 100% sure, use an Email Verification service. (25:57)

4. Google "**email verification**".
5. Click on one of the results. You can use any of the results provided as they provide the same thing
6. Enter email address you're testing to see if it's valid.

5. 2nd-degree connection (LinkedIn) (28:03)

- May take a couple of emails before you get to reach your target contact.

Cold calling (28:50)

1. In your previous LinkedIn search, remove the School.
2. If you get too many results, enter a Title (you can use your keyword like marketing) to streamline connection
3. If you get a connection, click on Full Profile – you will see that the profile is blocked out.

How to get around a blocked profile in LinkedIn (30:59)

6. Copy and paste the Job Title then go to Google.
7. Enter **Job Title + Name**.

9. Click on **name profiles** –it goes to LinkedIn and you'll get a full profile.
10. Scroll down to the groups that they belong to. Find one that will be reasonable for you to join.

Joining a group is slower but it's more graceful. Figuring out work emails for corporations or using email format is a more direct way to do it.

Group connections - people seem to be more open in networking in LinkedIn.

How to contact LinkedIn Members that are showing names (34:21)

4. Copy paste the Job Title (put quotation marks for exact job matches).
5. Click on direct profile.
6. Join the group –so you can talk to the member about his experience at company, etc.

Using tools like LinkedIn, Google and Bing to do searches (35:01)

- You can get contact information for anyone. Focus on knowing who you would like to speak to.
- Where you are looking for contacts and finding contacts is relatively easy once you know: who is worth the time and effort to actually find contact info for.

Use Email Verification options (35:25)

- A nice way to help you verify email addresses to see if that will bounce your email back.
- It's not perfect but it takes away the frustration in the outreach process and increases your efficiency a little bit.

Application beyond job search (35:36)

- Your career is not determined by how much you have in your head right now. It's determined by how quickly you can access information you need or in an as-needed basis.

So this will help improve your career. If you're easily able to make connections with the people who have the relevant knowledge when you need it.

Summary of Contact Selection: (36:09)**1. Alumni not necessary, but provide easy & fast starting point. (36:17)**

- Typically, you belong to a LinkedIn group or you'll know the email convention for how to reach out to them.
- Alumni seem to be sympathetic to your cause because you have that commonality that you share.

2. LinkedIn Group connections should meet your needs > 90% of the time. (36:46)

- You may not be a member of the right groups right now. But joining groups that are relevant to your job search is going to be easy enough, and that should help you establish contact with your target.

3. Fan mail most effective, but also the most time-consuming -- balance the pros and cons.

(37:10)

- There are a couple of steps to do:

1. Google around to find an article you can use as an ice breaker.
2. Find contact information for that person that was quoted in the article.

- Hit response rate to Fan Mail is very high because you are demonstrating an intrinsic interest to the topic matter.

Once you've identified a good starter contact for any company using any of these methods, google them and see if they have done any media interviews that you can use as an ice breaker. You need to make a trade-off calculation to see if will they most likely respond.

Output: Starter contacts & contact info for Top 5 (38:33)

The output of this portion of the process would be a starter contact, for each of the Top 5 employers in your LAMP list plus a way to contact them either via LinkedIn or email using the variety of methods presented in this presentation.

Now, the next question to ask is: What do I write in the email? (38:46). This is covered in the next presentation. For now, you can read more on this in Steve's Huffington Post article called "Five Minutes to a Better Job Search in 2014".