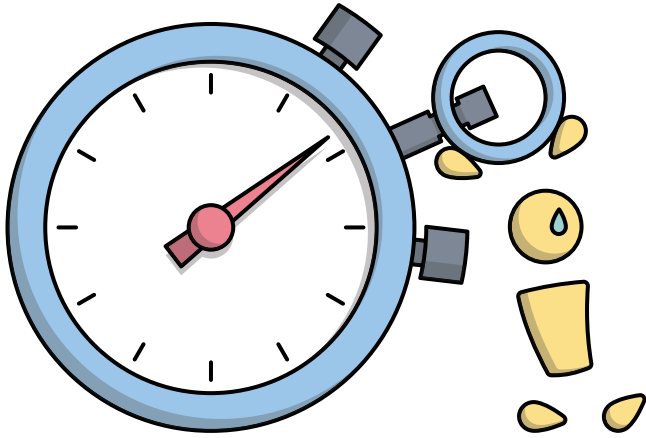


The 2-Hour Job Search



AT A GLANCE...

- This is a high-level overview of the book, “The 2-Hour Job Search” by Steve Dalton
- “The 2-Hour Job Search” shows you how to work smarter and faster using resources like Google Docs, LinkedIn, Alumni Databases, etc. to create a list of target employers, contact them, and get a first interview with only two hours of effort

YOUR JOB SEARCH

Problems You Face

It’s no secret that technology and networking has changed the way we look for work. There are two main problems you will encounter in your search for a job.

Problem 1:

Technology has made it easier to apply for a job, which means employers receive lots of applications for each job posting.

Problem 2:

There are more companies (and jobs) out there than you are aware of. In fact, 99.9% of companies have fewer than 500 employees, but the 0.1% have the most brand recognition.

In his book titled, *The 2-Hour Job Search*, Steve Dalton identifies three steps to overcome these problems and help you identify, prioritize, and contact prospective employers so you can land that first interview.

We’ve summarized his strategy as follows:

1. Prioritize Target Employers

First, **make a list** of interesting companies (potential employers) and follow a process to rank those companies. There are many great tools to help you find relevant companies including LinkedIn, Career Shift, and Indeed.com. See the *LAMP List* handout for more details.

2. Contact Target Employers

Next, **identify key people** you can talk to at each of your top companies. You will find them using resources such as Career Shift, LinkedIn, and connect.byu.edu. Then, send them an email to set up an informational interview. The goal is to find “**boosters**” within each of your top companies. See the *Networking Emails* handout for details on how to format your initial and follow-up emails.

3. Recruit Advocates to Provide Internal Referrals

Your goal is to **make a connection** with some key people at each of your top companies. To do this, you’ll need to set up some **low-pressure networking meetings** where

you will ask questions about them, their career, and the company they work for. Be a good listener and they will start to take an interest in you.

When a contact takes interest in you, **stay in touch with that person**. Having an advocate

inside the company is the top strategy for landing an interview. See the *Career Exploration Interview* handout for more details.

If you need help with any step along the way, contact your career director through BYU Career Services.

L.A.M.P. EXAMPLE

The L.A.M.P. list (List, Alumni, Motivation, Positions) allows you to organize the information you gather in your job searching. Write a list of your top **40 employers**, whether there are BYU Alumni you can contact that work for that employer, how interested you are in working for them, and how relevant the available positions are to your desired career path. Here's a template to get you started:

Time:	40 mins	10 mins	5 mins	15 mins
	LIST <i>Employer Name</i>	ALUMNI <i>Y/N</i>	MOTIVATION <i>1-5 Scale (Interest)</i>	POSITIONS <i>1-3 Scale (Relevancy)</i>
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
...				