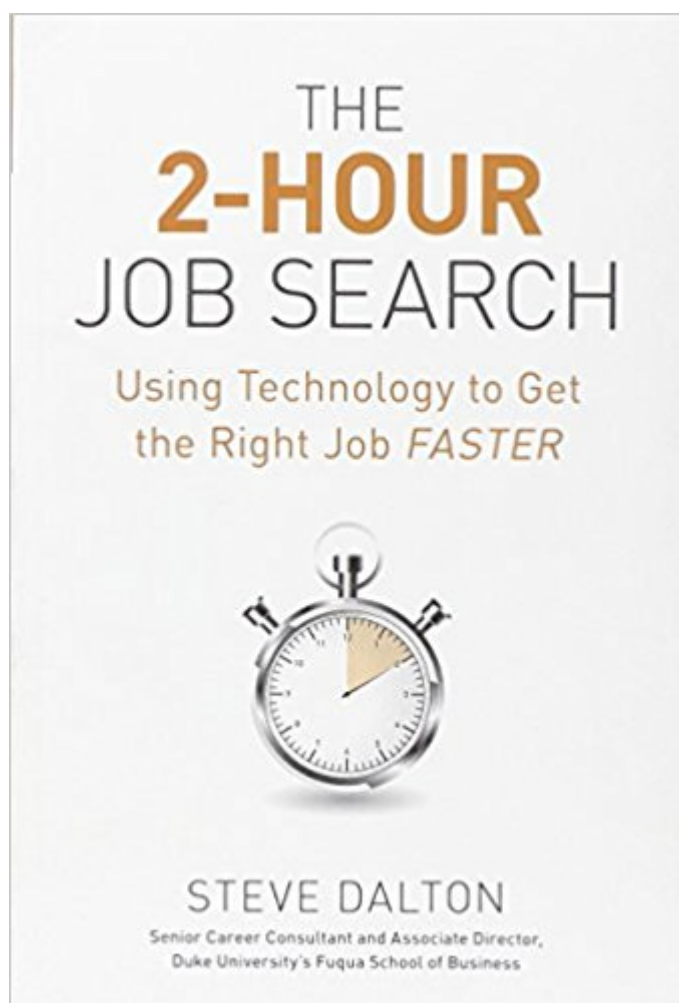


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The 2-Hour Job Search: Using Technology To Get The Right Job Faster



Synopsis

A job-search manual that gives career seekers a systematic, tech-savvy formula to efficiently and effectively target potential employers and secure the essential first interview. The 2-Hour Job Search shows job-seekers how to work smarter (and faster) to secure first interviews. Through a prescriptive approach, Dalton explains how to wade through the Internet's sea of information and create a job-search system that relies on mainstream technology such as Excel, Google, LinkedIn, and alumni databases to create a list of target employers, contact them, and then secure an interview with only two hours of effort. Avoiding vague tips like "leverage your contacts," Dalton tells job-hunters exactly what to do and how to do it. This empowering book focuses on the critical middle phase of the job search and helps readers bring organization to what is all too often an ineffectual and frustrating process.

Book Information

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Customer Reviews

"Well argued . . . the procedures [Dalton] proposes to take advantage of the technological tools available to job seekers are logical and easy to follow." ---Kirkus --This text refers to the Audio CD edition.

Steve Dalton is a senior career consultant and associate director at Duke University's Fuqua School of Business. He holds his own MBA from the same institution. Prior to entering the career services industry, Steve was an associate marketing manager at General Mills and a strategy consultant at A.T. Kearney.

So I've seen the five star reviews, and the one star reviews, and I have to disagree with both. The one star reviews mention you having to pay for something like a database subscription? You don't, unless there's another version of the book they're reading. If they're talking about alumni associations, it should be free. But if it's not, then just get a Facebook or LinkedIn account and look up your school to get in touch with alumni. I do have to agree that the first section on "finding jobs" might be a bit much. It describes how to prioritize jobs that you find, which might not be important if you plan on applying to EVERY plausible job you find (which I've done from time to time). But the one-star reviews complained about the process of prioritizing jobs using Excel. I actually found that part very helpful, although I came up with my own scheme for prioritization instead of using Mr. Dalton's. Anyways, so I don't agree with the one-star reviews on these things. However, I don't agree that the book holds up its promise of a 2-hour job search. The author claims that the success rate for a five point email is around 40%. Here are the actual numbers. I've been using this book for exactly one month. I've sent out about eighty emails/LinkedIn messages to people I didn't know over the last month. (Now I only send out LinkedIn messages since finding people's emails makes you feel like a stalker (I'm surprised how easy it is to find people's emails :-x), and although I've gotten a few nibbles by sending those emails, I've been able to connect better by LinkedIn). Forty of them were EXACTLY like the one in the book, asking for an informational interview. Forty of them just asked a quick question without asking for an informational interview by phone. Of the first forty, only one replied. He later was busy (which is understandable) and replied to the questions I asked in about two paragraphs. I'm thankful since he was the first one who replied, but he would be classified as an Obligate in the book, someone who feels like they SHOULD help but won't really help you get a job. But then I modified the Five Point Email to just ignore the part about an informational interview. The next twenty, I removed the part about the informational interview, and I got about four responses back. These are nice and short, but they really don't help much, and you can't tap into them again. Again, obligates. Afterwards, I made a modified form of the five point email: "Dear Dr. X, My name is Y. I'm a Z at ABC university who stumbled onto your (LinkedIn) profile while browsing for Q.

I love how it breaks down the process and Actually details out the how to!! Strongly recommend!

Steve Dalton has developed a time-saving, low-anxiety way for professionals to develop useful job hunting contacts within companies, albeit with some gaps. I appreciate that Dalton's approach

dovetails outreach with calendaring, thereby setting intervals with follow-up, and that he actively encourages job-hunters to deep-six (albeit politely) the unhelpful. Dalton's typology of contacts as Curmudgeons (don't waste your time), Obligators (will do the minimum, don't expect much), Boosters (will be genuinely helpful) and Super-Boosters (will share contacts and may take an active interest in your search) is reason enough to buy and use this book. Finally, Dalton will get you moving. There are some gaps in Dalton's advice. His method for identifying companies at which you would like to work gets you going, but seems pretty superficial, even inclusive of his prioritization methods. Dalton promises to help job searchers drill down, but this advice never materializes in any depth. He also suggests that resumes *not* be sent with the brief inquiry letters that he recommends. I am skeptical. My first response to someone who asked me for job hunting advice would be: "Please send your CV". Finally, his inquiry letters, although refreshingly brief, seem a little juvenile, even the format suggested for seasoned professionals. Despite these caveats, 2-Hour Job Search is worth your time and attention, especially as it gets you moving on the job search front with a quick and easy format.

I am a career services professional. I highly recommend Steve's book/method to anyone who is in the job hunt process. The process Steve lays out is simple, logical, efficient, and effective. I particularly like his information interview "TIARA" framework - takes the fear out of informational interviews. If you are serious about landing a job, this is a must read.

This is a good book for job-seekers. Be prepared for detailed procedures that one needs to follow to target a job. It is not fluff, this is the real deal

...To jumpstart my job search! Like many of my "mid-career" peers, I haven't had to look for a job in many years, due to always being hired and/or recruited away by people that knew me. The LAMP strategy is ingenious, and I've already kicked off the process with my top 5! Fingers crossed....

This is the single most important book for a college student or professional seeking a job. The author cuts right through the smoke and mirrors BS and gets right to the point. If I was to find one thing wrong, it is that it causes many job counselor salaries to go unjustified. It is like a language app that teaches a multitude of people a language in three weeks when it takes a college instructor a year to teach just 30 students. I'm not sure how the author plans to get around this since I can see a lot of career professionals not telling their clients about this. I'm in the industry and some of my

colleagues do not know some of the information in this book--many have been in the same, safe job for years, have not been in the job market for a decade and do not even go on LinkedIn.

The title of the book is unfortunate. It looks like a self-proclaimed-guru trying to sell something that is just buzzword and you-can-do-it advice. However, the content of the book is a gem. It makes a lot of sense, and provides a systematic approach to the job search. Very useful. Absolutely recommendable.

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