

## **USING THE TARGET LIST TO DRIVE YOUR SEARCH**

Once you have a target list of 50-100 organizations that could potentially hire you for the job you want, that target list should drive your entire job search. One of the most frustrating things about job hunting is that there is no “half-way there.” It is very difficult to feel like you are making progress in your search if your only way of measuring progress is whether you have a job or not. To keep yourself focused and motivated during your search, you need to be able to track parameters over which you can exert complete control.

The job search is essentially a numbers game. You only need one job offer, but to get that offer you need to make dozens, if not hundreds, of new contacts. So here are some of the parameters that you can track to let you know that your job search is going well.

- You should have an active target list of 50-100 companies or organizations. If your list is significantly shorter than that, your target may be too small. You may want to expand the parameters of your search until you can identify at least 50 target organizations.
- If you are not working, you should plan on spending 25-35 hours a week on the job search. If you are employed, you should plan on spending 5-10 hours a week searching. At less than 5 hours a week, it is hard to generate any momentum in the search.
- It takes, on average, contacts with 35 hiring managers to land a job. That’s an average, so some people will need less than 35 contacts, and others will need more than 35 contacts. A hiring manager is defined as any person who is at the level where he or she COULD hire you if a job were available. That doesn’t necessarily mean you will have 35 job interviews. Many of those 35 contacts will be networking and information interviews. Keeping track of how many hiring managers you have spoken with can help you see how productive your search is.
- Aim to make 20 NEW contacts a week. Only a handful of these contacts will be helpful, but to find them, you have to take to a lot of new people. Just as a salesman knows that he averages 10 “no’s” before he makes a sale, you should know that you need to contact about 20 new people a week in order to find those 3-4 contacts who will be truly helpful.
- The length of the job search varies tremendously. Plan on a 3-6 month search, so that, psychologically and financially, you are prepared. If you are

more senior, and your income approaches or tops six figures, the search can sometimes take longer, simply because there are fewer jobs at that level.

Use a version of the chart below to track your job search progress.

| <i>TARGET COMPANY</i> | <i>RESEARCH</i> | <i>INTERNAL CONTACT</i> | <i>CONTACT/ MY AREA</i> | <i>CONTACT/ MY LEVEL</i> | <i>HIRING MANAGER CONTACT</i> |
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**Target Company:** An organization that meets all your criteria and could potentially hire you.

**Research:** A check in this box indicates that you have completed the basic research on this organization by checking out the web page, public documents and recent media reports.

**Internal Contact:** A check in this box indicates that you have identified and spoken to a networking contact somewhere within the company.

**Contact/My Area:** A check in this box indicates that you have identified and spoken to a networking contact in the area of the organization where you could be employed.

**Contact/My Level:** A check in this box indicates that you have identified and spoken to a contact who works at your level within the organization. You could probably fill this person’s job if it became available.

**Hiring Manager:** A check in this box indicates that you have spoken to the hiring manager. Even if that manager doesn’t have an opening, he or she is likely in touch with others at the same

level in this or other companies. Your name may get passed along. Or you may get a call when a vacancy becomes available.

As you can see, each check mark helps move you a step closer to the hiring manager, and a potential job. Use the chart to set daily priorities—"I need to research four companies and make three contacts today." Use the chart to track your progress. Use the chart to help you identify where you need to increase your efforts—"I'm great with research, but I have trouble with making phone calls."