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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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Average Customer Review: 4.6 out of 5 stars See all reviews (90 customer reviews)

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## Customer Reviews

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 am a former active duty military officer with an unusual resume and educational background. After six months of applying for jobs online with no response, I went to the local Barnes & Noble and found The Two-Hour Job Search. I did not read reviews of the book prior to purchasing it, but it seemed to offer a different approach to searching for a job and I was willing to try Dalton's ideas. My experience in using the book's method can be summed up as follows: A job applicant needs an advocate at the prospective employer in order to get an interview. The 2-Hour Job Search does not promise that the techniques presented in the book will result in this advocacy, but it certainly shows the reader HOW to establish this advocacy. After sending 5-point emails via regular email and LinkedIn, I participated in 6 interviews and one resulted in a job offer. I cannot emphasize enough that advocacy on the part of an insider in the company or hiring manager is key to getting a job interview. In two of my interview opportunities, my advocates understood my career and education background and were able to tell my story to the hiring managers in a way that no detailed resume can do. Even if your resume is perfect, it tends to get ignored because 1000 people are applying for one job. The reader

is not required to follow Dalton's method exactly as written. I used Dalton's ideas to focus my LinkedIn networking and email communications. I used my alumni database with limited success. I received replies but my contacts were so much younger and had little influence in their respective companies. The exercise proved useful, however, in practicing how to email and conduct telephone conversations with people I had never met before in person. When my alumni database search proved to be too limiting, I concentrated on finding contacts via LinkedIn and this resulted in my job interviews and subsequent job offer. I recommend this book for career changers like myself, new or soon-to-be college graduates, and others who have not had any success in their current job search methods. I rated this book 4 stars because I do not have significant book review experience.

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