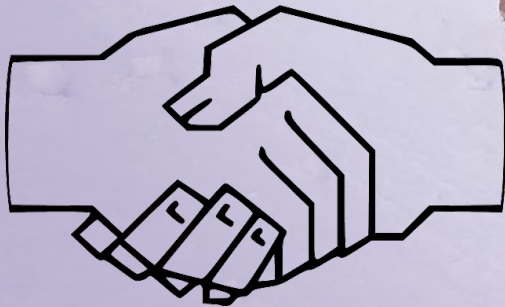


Referral to Hired Week 2



Today:

- Check-in
- Finding Contacts
- Identifying target companies
- Ranking company list



Check in

- How are you all doing?
- Any updates?
- Any questions?



Part 2:



New contacts give referrals

- Scenario: You are interested in a company / organization.
- You know Referrals lead to job offers.
- You don't know someone who works there.
- You can still get a referral from someone you don't know know right now...



How a new contact leads to referral?

- You connect professionally. So they talk to you
- You ask thoughtful questions, seem reasonable
- You ask for an intro to someone else, and your interaction makes you seem low-risk to intro.
- They want to help. So they do.



So how can you find contacts at a company?

- Company directory or website
- Industry association or school alumni directory
- LinkedIn



How to find contacts on LinkedIn (1)

- Basic “People” Search for 1st and 2nd Degree connections, Group members
- Enter company name and job title (search!)
- Enter company name (search!)



How to find contacts on LinkedIn (2)

- Advanced People Search for Better Results
 - Select industry when job title is broad (consultant, product development)
 - Same school as you (maybe)
 - Previous companies same as you (instead)
- Enter company name and job title {search!}
- Enter company name {search!}



Best people to contact

- People in a similar role
- People who have something similar to yourself
- People above you in hierarchy
- People who were promoted at the company
- People who have less common names



Note: Don't click on lots of people

- If results aren't great / too many, refine them.
- Too many clicks will run out your search limit (unless you upgrade plan)



When you find contacts

- Write down their name
- Write down their LinkedIn Profile
- Aim for 2-3 contacts per company to start (1 is okay too)



Find email addresses

- See segment in the course...



Bonus okay way to find contacts

- Search for the company LinkedIn page on a desktop, with message tab popped up
- See if it suggests any connections to message about the company (shows not just employees but connections who know people there)



What if you can't find anyone?

- 1) Get creative...
- 2) Try knocking on the front door (other sources, call, knock, cold apply), or
- 3) Cross off that company and move on...
(you can bring it back if you make a lucky connection later)





Part 3:

Use a spreadsheet to keep track

- I've put together one you can use.



Building a company target list

- Dream employer siblings
- Alumni or affinity
- Actively hiring
- Trending in your world



Enter your *dream* employers

- Write down the names of any dream employers.



1. Find dream employer siblings

- Find companies like dream employers
 - Identify a list of places where you'd like to work (not just FANG-like behemoths)
 - Do a company search in LinkedIn
 - Scroll on right to look for similar companies "People also viewed". Paste in any of interest.
 - Be sure to click on the "View More" option



Need more employers?

Do a Google search for:

- Company category “socially conscious apparel companies” or
- (Category) Company in “Springfield, NJ”(small town)
- “Fastest growing (category) companies in (place)
- Best (category?) employers in... (place)



Bold these companies



2. Where people like you work

Option 1) Do a LinkedIn Advanced Search

- Search for job title, and filter by same school or same previous employer (with clout), location

Option 2)

- Look in your LinkedIn groups. See where people in this group work. (active people?)



underline these companies



3. Actively Hiring Employers

- Go to Indeed and Search for Employers posting in your field.
- Doesn't have to be the right job, just on similar vein.
- Copy down company names
- (DO NOT OPEN POSTS!)



Italicize these companies



4. Trending

- Read Articles on topic you enjoy
- Look for news in your Industry
 - Favorite source or even Association
- Pick an industry or job title of interest and do a search for _____&”trends”



Part 4:



Rate interest in employers

- How interested are you in each employer?
- Rate your employers on a 0-3 scale.
- List 3 for a favorite
- List 1 for not preferred
- Add 0 for needs more information



Potential Bridge Connections?

- Look at companies and ask do you know anyone that works there?
- Do a quick Y for any off the top off you head where you have connections.
- List Y's for people like you search results.
- Homework: Use LinkedIn advanced search to find contacts. Don't click. Do quick, Y or N.



Are they hiring?

For homework, look for postings:

- Enter the companies and job title in Indeed.
- If strongly matched postings, enter a 3, for somewhat relevant, enter a 2, for not so relevant enter a 1.
- (Italicized companies from earlier search, enter 3)
- (Don't open the posts – do a quick slice)



Homework

- Do outstanding work from last week.
- Finish filling in your target employer list.
- Do quick slice Y or N look for bridge connections (LI) and rate 3,2,1 “are they hiring” (Indeed)
- Sort target companies to find top 5 targets.
- Find 2-3 contacts at each top 5 target.



Homework

- Reach out to a few more people
- Reminder – use spreadsheet to keep track of everything...
- Add closest LinkedIn connections if not added yet – old bosses, close friends, family



