

## TARGET COMPANIES

Identifying and researching companies that are of interest to you is a positive job search strategy.

Make a list of these companies and begin by incorporating them into your inquiries as you network. If you have a name or individual in the target company who has been referred to you, this will be your best source of information. If you do not have a name or contact, it will be advantageous in writing your cover letter and resume to tailor it to the company goals. You will already know about the company's goals and challenges based on the research that you have done. (See a sample Target Letter, Vol. 2.)

Should you secure an interview, you are prepared with your target company research information and this will give you an advantage over other job seekers.

There are many resources available to you in developing your target company list. Most major metropolitan areas have business journals, which list the top 100-200 companies in the area, including a breakdown of companies by industry. You can also obtain a great deal of information from the Chambers of Commerce in your targeted area. The Internet has many resources and searching sites, including business directories such as the CMP Career Transition eCareer Center, [www.hoovers.com](http://www.hoovers.com), and [www.vaultreports.com](http://www.vaultreports.com) that provide information on company financials and press releases.

## INCREASING PRODUCTIVITY

Without a goal setting or time management tool, candidates often spend only 5 to 7 hours a week looking for the "right" career or job opportunity. Our recommendation is to spend at least 30 hours per week in your job search efforts, using a majority of time networking by phone, emails, virtual, or face-to-face meetings.

Set goals for number of hours, as well as activities, and record those for each day. At the end of the week, compare goals with actual activities and hours spent and use that information to continue to increase your productivity. Establish some boundaries for time spent on internet activity or other areas where chances for interviews and job offers may be limited. It can be helpful to do internet activities in the early morning or evening times, leaving more time for communicating by phone calls or meetings throughout the day.

We recommend maintaining balance in your daily activities so that you do produce results, but do not become overwhelmed with the job search process. Consider trying to maintain as much of a regular work schedule as possible so that when you do return to the workplace it will not be a difficult transition for you.

Use the following guides, or a plan of your own, to increase your chances for interviews and job offers.

# WEEKLY ACTION PLAN

Goals \_\_\_\_\_ Week of \_\_\_\_\_

Job Search Campaign Wk # \_\_\_\_\_

# of Weeks until Target Job Start Date \_\_\_\_\_

ACTIVITIES	Monday	Tuesday	Wednesday	Thursday	Friday	Weekly GOAL/ACTUAL
Networking Phone Calls						
Networking Meetings						
Prospecting Target Companies						
Internet Activity						
Interviews						
Other						
<b>HOURS SPENT</b>						

