

# Job Search: Targeting Potential Employers

Creating a prioritized list of employers to approach in your job search is one strategy to a successful job search. A **LAMP list**, a list of employers prioritized by specific criteria, will help target employers and aid in connecting with people who can help you find success. This guide will take you through how to create the list as explained by Steve Dalton in his book, *The Two Hour Job Search*. You can utilize our LAMP list template as you create your own list.

**L = List.** Use the following methods to create a diverse list of 40 companies which should yield roughly 10 solid leads. Having a list of at least 40 companies will enable you to prioritize your list and help to provide a contingency plan.

1. Identify dream companies you'd like to work for.
2. Search alumni (LinkedIn is a great way to do this) to find interesting places people like you work
3. Search job boards (i.e.: Handshake, LinkedIn, Glassdoor, Indeed, etc.) to identify companies with postings you're interested in
4. Research business & entrepreneurship industry trends to identify trending companies

LAMP List example				
#	Employer List	Advocacy	Motivation	Posting
1	Edward Jones			
2	Omnicom Group			
3	Goodyear			
4	The Walt Disney Company			
5	Levi Strauss Co.			
6	Microsoft Corporation			
7	Carter Lumber			
8	Ohio Environmental Protection Company			

**A = Advocacy.** Identify an advocate or someone within the company who can help you get an interview. Place a "Y" in the Advocacy column if you have identified an advocate and a "N" if you have not.

1. Starting with your list of companies, work down the list to:
  - a. Utilize LinkedIn to identify alumni who work for that company. (*Refer to CSO's "LinkedIn" tip sheet for details on how to use the alumni tool*)
  - b. Identify if a family member or friend works there.
  - c. Identify if this company is within commuting distance.
  - d. Assess whether your previous experience gives you credibility with the employees.

LAMP List example				
#	Employer List	Advocacy	Motivation	Posting
1	Edward Jones	Y		
2	Omnicom Group	N		
3	Goodyear	Y		
4	The Walt Disney Company	Y		
5	Levi Strauss Co.	N		
6	Microsoft Corporation	Y		
7	Carter Lumber	Y		
8	Ohio Environmental Protection Company	Y		

**M = Motivation.** Motivation is a very important factor when targeting employers for your job search. If you're not excited about the company, chances are you won't be as diligent in your job search and you won't be successful.

1. Starting with your list of companies, work down the list and assign a score of 0-3 to represent your level of interest in pursuing each one.
2. Label the employers you are most interested in as a "3", somewhat interested in as a "2", a little interested as "1" and not interested or don't know anything about as "0"
3. Score should be representative of what you know at THIS moment...brand, sector, location, growth, etc.
  - Don't think a lot about this step, read each employer and react quickly.
  - Don't take time to research the company yet...rank with what you currently know.
  - You'll have time later to research any companies you rated as "0"

LAMP List example				
#	Employer List	Advocacy	Motivation	Posting
1	Edward Jones	Y	3	
2	Omnicom Group	N	2	
3	Goodyear	Y	2	
4	The Walt Disney Company	Y	3	
5	Levi Strauss Co.	N	2	
6	Microsoft Corporation	Y	1	
7	Carter Lumber	Y	1	
8	Ohio Environmental Protection Company	Y	1	
9	American Airlines	N	0	
10	PNC Bank	Y	3	
11				



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**P = Postings.** Identifying which employers have relevant postings will help you learn which employers are more time-sensitive, are higher-priority targets, and which ones you need to really focus on to identify an advocate within the company.

1. Create a guideline to determine your “P” score of 1-3. Determine the key words you’ll use to search.
  - a. Company has a posting that is relevant to your preferred job opportunity = 3 (if seeking internships, include “intern” after keyword)
  - b. Company has postings but nothing relevant to your search = 2
  - c. Company has no postings listed =1
2. Starting with your list of companies, use job search engines like Handshake, LinkedIn, Glassdoor, Indeed, etc. to identify postings.
  - a. Score from 1-3 using the guide you determined.
  - b. Place score of 1-3 in LAMP list.

Posting Column Guide	
Score	Job search results
3	Employer + career keyword "Goodyear" + "Marketing"
2	Employer only "Goodyear"
1	N/A no matches found for Goodyear

STAY FOCUSED!! Don’t apply to job openings if you come across them. This step is to identify which companies you need to focus your attention on. Just because you find a position doesn’t mean the company is one of your top interests or that you have an internal connection. Submitting an application and/or resume online isn’t nearly as effective without an internal connection. We are still tailoring our list of companies to target and identifying potential contacts to make those internal connections. If the position is truly one that fits within your LAMP list, you’ll return to that job opportunity and apply later.

LAMP List example				
#	Employer List	Advocacy	Motivation	Posting
1	Edward Jones	Y	3	2
2	Omnicon Group	N	2	3
3	Goodyear	Y	2	3
4	The Walt Disney Company	Y	3	2
5	Levi Strauss Co.	N	2	3
6	Microsoft Corporation	Y	1	2
7	Carter Lumber	Y	1	1
8	Ohio Environmental Protection Company	Y	1	1
9	American Airlines	N	0	2
10	PNC Bank	Y	3	3
11	Twitter	N	2	2
12	Simon and Schuster	N	0	3

## Prioritize your list

When you have finished your LAMP list, sort it to help you identify which companies you should start reaching out to. Your Lamp list will tell you the companies you are most interested in, those that are currently hiring, and ones you have internal connections with. These are the companies you want to start with.

1. Sort by the “M” column first – largest to smallest
2. Then sort by the “P” column – largest to smallest
3. Finally, sort by the “A” column – Z to A

Review your list...

- Do you have companies with motivation score of “2” that have a posting score of “3”? If so, does it concern you the companies you were somewhat interested in are hiring positions you are interested in? If so, consider giving them a higher motivation score.
- Do you have companies with a motivation score of “0” that have an advocate score of “Y” or posting score of “3”? You may want to revisit those companies to do some research considering you have an internal contact there and they are hiring positions of interest to you.

#	Employer List	Advocacy	Motivation	Posting
1	PNC Bank	Y	3	3
2	Edward Jones	Y	3	2
3	The Walt Disney Company	Y	3	2
4	Goodyear	Y	2	3
5	Omnicon Group	N	2	3
6	Levi Strauss Co.	N	2	3
7	Ernst & Young	Y	2	2
8	Twitter	N	2	2
9	Microsoft Corporation	Y	1	2
10	Carter Lumber	Y	1	1
11	Ohio Environmental Protection Company	Y	1	1
12	Simon and Schuster	N	0	3
13	American Airlines	N	0	2

Start with the top 5-10 companies on your list and begin networking and outreach. Refer to CSO’s “Job Search: Connecting with Potential Employers” to learn how to reach out and connect with your top 5-10 companies.



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This tip sheet was adapted from:

Dalton, S. (2020) *The 2-Hour Job Search: Using Technology to Get the Right Job FASTER*. Ten Speed Press, Random House.

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