



PROSPECT LIST

Serious career planners will find great value and utility in a well-researched prospect list. It is an effective networking tool for candidates who are initiating contact with potential employers. It is used as a networking tool that allows the candidate to manage a campaign rather than simply apply for jobs. A prospect list is a collection (database, file) of contact information based on your identified market and industry. It is also based on the type of company or organization you'd like to work for and the function or department you have identified for yourself.

The length of the typical prospect list might vary depending on the size of the industry within a select market. The optimum number of prospects is 50 to 80. Your prospect list should be big enough to matter and small enough to manage. 30 might be too few. 100 might be too many. Try your best to identify the entire market and then narrow down your list to the organizations you are most impressed with.

LIST COMPONENTS

A prospect list should be a reflection of your professional focus and your job market objective. As a useful tool for goal-oriented candidates, it is easily compiled based on your knowledge of the following components:

MARKET – Location, Region, State, County, City

INDUSTRY – Field, Profession, Career Category, Occupational Group

EMPLOYER – Types/Categories of Companies, Organizations

FUNCTION – Department, Division, Specialization

Within a target market, you will need to conduct research to discover the size of your industry or field. You will need to discover the total number of companies or organizations that are represented within your field of interest. Once you have identified the entire collection of relevant organizations, you'll need to narrow down your list of companies based on your personal criteria and requirements (i.e. organization's reputation, size, history, values).

TYPES OF EMPLOYERS

For purposes of prospecting and networking, the organizations on your list (whether *for-profit* or *non-profit* designations) can be drawn from two basic company types:

INSTITUTIONAL – An agency or firm whose line of work (product, service) is the same as your function or expertise (i.e. public accounting firm, advertising agency, computer consultant). Their customers are other companies.

CORPORATE – A company with an organizational structure that is comprised of divisions and departments that represent various business functions (i.e. accounting, finance, sales, marketing, technology, human resources). The company's product may or may not necessarily align with your field of interest, but the function of the department does.

CONTACT INFORMATION

For each company you select for your final list, you will need specific contact information:

NAME - Name of contact (department head, director, hiring manager)

TITLE - Title or name of department, division, or functional area

MAIL - E-mail address (or physical mailing address)

PHONE - Telephone number

While these are the typical pieces of required data, it is up to you to determine how detailed you want to get. Your prospect list can be devised as a spreadsheet, database, index, table, chart, or directory. Your format depends on how you will be using the document. Its primary purpose is to identify and list potential employers and organize contact information.

