

Quick Guide to Creating Your Target Company List

Sometimes the biggest hurdle to searching for jobs or internships is knowing where to start. The L.A.M.P. List approach provides an organized process to get you going. Spend 40 minutes on this process and end with a targeted list of 40 companies that you can pursue for opportunities and networking.

Getting started:

What are you seeking? Brainstorm **6 Keywords** that highlight your criteria.

ROLES

INDUSTRY/COMPANY-TYPE

KEYWORDS

*By completing this step first, you have great keywords to use for building for your list.

Building Your Company List

Follow the [step-by-step guide on the back](#) to build a L.A.M.P. List: *a list of 40 companies ranked by priority*. After completing the steps outlined, your list might look like this:

		<i>3rd sort criteria</i>	<i>1st sort criteria</i>	<i>2nd sort criteria</i>
No.	List of Companies	Alumni (Y or N)	Motivation (3 to 1)	Postings (3 to 1)
1	Disney	Y	3	3
2	Six Flags	N	3	3
3	Amazon	Y	3	2
4	UnderArmour	Y	2	3
5	Target	Y	2	3
6	General Mills	Y	2	2
7	National Hockey League	N	2	2
...
40	Hallmark	N	1	3

Follow this Step-by-Step Process to Create Your List

Use an Excel sheet to create a list of 40 companies in 40 minutes. Then add additional criteria to sort your list using the instructions below. Finish with 4 columns.

Excel Column A

List

4 steps to create a list of 40 companies in 40 minutes.

In Excel Column #1, begin adding companies to your list following the four steps outlined below.

1. **KNOWN & DREAM COMPANIES** (10 minutes):
What companies are top-of-mind relevant? What companies do you admire? What products/services do you use regularly? Where would you love to work? Consider realistic and stretch companies.
2. **FIND COMPANIES ON LINKEDIN** (10 minutes):
*Pull up **Colorado State University** on LinkedIn (<https://www.linkedin.com/school/colorado-state-university/>) and click the “Alumni” button. Use this to filter and find interesting companies where alumni work. Filter by what they do, where they live, what they studied, or what they are skilled at.*
3. **USE ONLINE JOB BOARDS** (10 minutes):
Do not worry about specific jobs posted, just identify companies. Consider using Handshake, BuiltInColorado.com, geographic-specific job boards, Indeed.com, etc. Identify a professional association in the career field you are pursuing and look for job postings on their website.
4. **WEB SEARCHES | BLOGS | ARTICLES** (10 minutes):
Search online for lists of “Top Companies” or “Best Places to Work” in your desired location. Read industry blogs to find companies. Look on the local Chamber of Commerce website to find member companies or large community employers. Seek out articles in local business journals to identify growing and relocating companies.

Excel Column B

Advocate/Alumni

**Do CSU alumni work there?
Is there a contact or mutual connection at the company?**

- Type “YES” or “NO” in this column for each company

Excel Column C

Motivation

Enthusiasm for the company?

- 3 = High motivation
- 2 = Medium motivation
- 1 = Low motivation
- 0 = Unsure (do research and come back to these to change to 3, 2, or 1)

Excel Column D

Postings

**Does the company currently have jobs or internships posted?
Search the company website, Handshake, and job boards.**

For each company, type:

- 3 = Yes, and I would apply
- 2 = Yes, but not a fit for me
- 1 = No postings found

Final Step

SORT YOUR LIST

Sort your company list (column A) in Excel based on the following order:
Motivation Column (1st) | Postings Column (2nd) | Alumni Column (3rd)

You now have a target company list. Start by focusing on your Top 10 companies to seek out openings and find potential informational interviews!