



CAMPAIGN OUTLINE

Checklist | Timeline of Activities | Action Plan
Tasks and Activities | Inventory of Resources | Market Research

GOAL | OBJECTIVE

- _____ Market/Location/Region/State/City
- _____ Industry/Field/Profession
- _____ Organizations/Companies (Types/Categories)
- _____ Department/Function

PROSPECTS | INFORMATION

- _____ Number of Companies/Organizations per Category
- _____ Name of Each Organization/Company
- _____ Name of Department/Division within Each Company/Organization
- _____ Contact Information (Name of Department Head, Address, E-Mail, Phone Number)

CONTACTS | CONNECTIONS

- _____ Hot Contacts (Recommendations From: Insiders/Colleagues/Friends/Family)
- _____ Warm Contacts (Referrals From: Professional Network/Mentors/Advisors/Faculty/Staff)

RESEARCH | INVESTIGATION

- _____ Cold Contacts (Results/Resources From: Market/Industry Research)

TOOLS | RESOURCES

_____ Resume/Curriculum Vita

_____ Cover Letter/E-Mail

_____ Prospect List

_____ Campaign Plan/Outline

_____ Networking/Follow-Up Technique

_____ Interview Skills/Preparation

RESULTS | OUTCOME

_____ Number of Total Prospects 100%

_____ Number of Prospects Hiring 50%

_____ Number of Interviews 50%

_____ Number of Offers 50%

ACTIVITIES | TIMELINE

_____ Week 1 Introduction/Launch Campaign E-Mail and Resume

_____ Week 2-3 Follow Up/Voicemail, Gatekeeper(s) Telephone/E-Mail

_____ Week 3-4 Follow Up/Hiring Manager Telephone/E-Mail

_____ Week 5-6 Interviews/Screenings/Meetings In-Person/Virtual

_____ Week 6-7 Follow Up/Thank You Letters E-Mail

_____ Week 8 Offers/Deliberation/Negotiation In-Person/Virtual/Telephone