

job hunt journal

objective You must become a list-maker, a record-keeper, and an organizer of chaos. You must set a goal and reach it. You must have a commitment level that will need to be so focused that a few negative or indifferent reactions will only help sharpen your skills. **YOU MUST BE A MACHINE.**

problem The following pages are required for this project; however, you may lay this out however you would like. It should follow your brand and its visual guidelines, though it does not need to be fancy. This should be USED when you get out on the market! Remember to leave plenty of space for handwritten notes.

expectations You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Research under “Places” is thorough and answers all objectives listed in sheet. *(This means that you have thoroughly researched at least 3 cities.)*
- Clear plan of action based on informed opinion.
- PDF turned in on time. *If not, your course grade will be reduced.*
- **Ambition - How much did you challenge yourself?**
- Organized Presentation.

- PDF files of Job Hunt Journal and Brand Book turned in on time
- Printed version of Job Hunt Journal and Brand Book at BRANDED 2017

schedule *Every single year I have assigned this project, students say THIS is what they wished they had given more time to throughout the semester instead of trying to do this HUGE assignment in the last week. Heed their warnings!!!*

*Reminder: no class on Wed Oct 18th or Fri Oct 20th
(don't need to be in class to turn in the preliminary file)*

FRI Oct 20th, 3pm: Preliminary PDF of Job Hunt Journal DUE. Should be at least 2/3 finished. Turn into shared Google folder anytime you are finished. File will not be checked until after due date. https://drive.google.com/drive/folders/0B_Pz7Of1vmuBZnYtMmxUY0E5TXM?usp=sharing

FRI Nov 3rd, 3pm: Finished PDF of Job Hunt Journal DUE. Should be ready to print. Turn into shared Google folder anytime you are finished. File will not be checked until after due date. https://drive.google.com/drive/folders/0B_Pz7Of1vmuBbV9zWURlaHo5bWM?usp=sharing

BRANDED 2017 (Friday, Dec 8th, 6-9pm): Final printed Job Search Journal and Brand Book DUE.

NOTE: If you would like to propose another medium for the Job Search Journal and why it would be easier for you to create and use, please speak with me. This does not affect the gathering of information, so you may do this after the November 3rd deadline but well before the BRANDED show.

places **City 1:**
City 2:
City 3:

Under each city, list at least 10 shops located in the area

Under each of these shops, list:

- Address
- Phone Number
- Website
- CLIENTS (past and/or present?)
- Specialties
- Creative Director
- Other contacts
- Other (any other information to scribble in your notes, any connections, any great awards, etc. – the more information, the better!)

prioritize Break these into tiers.

- 1) Tier 1 (\$ spent, targeted, drop off in person if possible)
- 2) Tier 2 (somewhere in the middle, less expensive version of self-promo piece)
- 3) Tier 3 (default letter with no reference to your future call, no self-promo)

other Are there any jobs posted in these three cities, even if the position is not at one of your 10 researched shops?

plan of action Then create a Plan of Action and its timeline.

Keep track of everything as you search for a job! Under each of the shops you found above, list the following:

1) Letters/Self-Promo Packages Sent

- a. What sent: just letter? Self-Promo piece? Etc.
- b. What day sent and how (e-mail, snail mail, hand deliver, etc.)
- c. Any notes, like did you talk to a receptionist, name, etc.
- d. Expected date to be received.
- e. Week (you can schedule your day) to call first time

2) Social Media Communication (*Social Media Plan will be completed later. This is just a record of any communication you have via Twitter or other chosen form.*)

- a. Keep a record of who, when, and what was said via what social media.
- b. Have places in your Job Hunt Journal to include screen shots of posts or space to write the general point of the message, from whom it was, and when was it sent.

3) Email Log

- a. This is easy. Keep track of it. Remember to have a professional email address and professional sign-off at the end of all emails. Also remember that ALL COMMUNICATION must be professional.

- b. Have places in your Job Hunt Journal to include actual emails or space to write the general point of the message, from whom it was, and when was it sent.
- c. *Emails don't take the place of calling. Emails are easy to make and easy to ignore.*
- d. Texting is way too personal.

2) Calling Log

- a. *You will hardly ever get through on the first try – don't be offended. Have confidence in yourself. It's not easy to "cold-call", but you will improve. For this reason, you may want to start with your Tier 2s and don't bother with your Tier 3s. You'll be perfect by the time you get to Tier 1.*
- b. *Be in a quiet area. No distractions, which can include roommates, animals, televisions, children, etc.*
- c. Under each of the 30 shops, list:
 - i. To whom you spoke (just that person or to the voice mail or transferred to HR or....?) and how it went. Write detailed notes because your mind will lose track quickly. Think of this as a strategic military attack! Be organized!!! Start building your network. Remember that everyone knows everyone.
- d. GUIDELINES (write these in the Journal to remind yourself!!!)
 - i. If (when) you are transferred to voice mail, know what you are going to say. If you are caught off guard and don't know what to say (shame on you!!), then hang up and don't leave a message.
 - ii. SMILE when you talk.
 - iii. Begin with your name and that they should have received your package
 - iv. Don't say too much...people are too busy and they won't listen.
 - v. Say when you will call back and invite them to call you at your phone number. Say your number again.
 - vi. Wish them a great day. SMILE.
 - vii. CALL BACK AT THE TIME YOU TOLD THEM.

4) Interviews (Under each of these shops that you may land an interview, list:)

- a. Type: Informational, Prospecting, actual Job Interview, etc.?
- b. EXACTLY how the interview went. Record your notes as soon as you leave. EVERY DETAIL. Receptionist's name. Anybody else you may have met. General feeling, things that stood out to you and why. Plans. Things that were said.

5) Follow-Up

- a. (Under each of these shops that you may land an interview, list:)
- b. When and to whom branded Thank You card and business card sent.

In addition to all of this, anything you see online or in print....put it in the journal. Everything. Everywhere. AAF or AIGA meetings? Networking? Agency mergers in cities you're interested? News. Everywhere.