



## 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)
- \_\_\_\_\_ Division/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/Contact Info

\_\_\_\_\_ 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 1-2      Introduction/Launch Campaign                      E-Mail and Resume

\_\_\_\_\_ Week 2-3      Follow Up/Voicemail/Gatekeeper                      Telephone/E-Mail

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

\_\_\_\_\_ Week 4-6      Interviews/Screenings/Meetings                      In-Person/Virtual

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

\_\_\_\_\_ Week 7-8      Offers/Deliberation/Negotiation                      In-Person/Virtual/Telephone