

NETWORKING & OTHER JOB SEARCH STRATEGIES

“As I look into your faces, I see the future. Keep the faith. You will go out and do the work of this world, but maintain your integrity. Be honest. Be good. Be decent. Be prayerful and the God of heaven will smile upon you and bless you, and give happiness in your hearts and a sense of peace in your lives.

- Pres. Hinckley to BYU-Idaho students

Academic Discovery Center

MC 129 ▪ 208.496.9825 ▪ academicdiscoverycenter@byui.edu

JOB SEARCH TIPS



INVITE THE LORD'S HELP
Seek guidance as you search.



START EARLY
Finding a job takes time
(average job search takes 3-6 months).



DETERMINE AND CLARIFY WHAT YOU ARE LOOKING FOR
Industries, companies, positions, locations, benefits, etc.



CONSIDER "EMERGING" JOB MARKETS
Government, agriculture, healthcare, environmental, nonprofit agencies, etc.



REMAIN OPEN-MINDED
Your "dream job" might be with a company you have never heard of.



HAVE A PLAN AND BE READY
Develop your job search strategy and the steps you are going to take.



BE COMMITTED
Searching for a job takes dedication and patience.



USE THE JOB SEARCH TRACKING SHEET (PAGE 18)
Stay organized and keep on top of your next steps for each position or lead.

VISIT THE ACADEMIC DISCOVERY CENTER

Main Center – MC 129

CAREER FAIRS

Scheduled every Fall and Winter semesters and is open to all BYU-Idaho students. Representatives from diverse companies & graduate schools set up booths and talk to interested students.

CAREER PREP MENTORS

Schedule a résumé review or practice interview with a mentor. Get valuable feedback on your résumé and learn how to ace the interview.

INTERNSHIP EXPEDITIONS AND SERVICE MISSIONARIES

Fall Semester

New York City	newyork@byui.edu
Chicago	chicago@byui.edu
San Jose	sanjose@byui.edu
Phoenix	phoenixaz@byui.edu

Winter Semester

Seattle	seattle@byui.edu
Dallas	dallas@byui.edu
Los Angeles	losangeles@byui.edu
Boise	boise@byui.edu
Idaho Falls	idahofalls@byui.edu

Spring Semester

Portland	portland@byui.edu
Denver	denver@byui.edu
Washington D.C.	washingtondc@byui.edu
Salt Lake City	saltlake@byui.edu
Minneapolis	minneapolis@byui.edu

INFORMATION SESSIONS AND ON-CAMPUS RECRUITING

Find out what companies are coming to campus and what positions they are interviewing for.

College Academic Discovery Centers

WEEKLY NEWSLETTER

Watch your email for college newsletters. Example, CBC sends Monday newsletter with information about on-campus recruiting, information sessions, recent job postings, networking opportunities and other relevant professional events.

WORKSHOPS

Workshops are scheduled throughout the semester and are focused on career and professional development. Some workshops are web conferences with alumni or company representatives who give advice to current BYU-Idaho students seeking internships and jobs.

UTILIZE CAREER NAVIGATOR

WWW.BYUI.EDU/CAREERSERVICES

Career Navigator is a free service designed specifically for BYU-Idaho students. This is where employers looking for BYU-Idaho students post open jobs and internships. It is a computerized system that allows you to:

- Update your personal profile and upload your resume.
- Access job and internship postings nationwide and view comprehensive employer profiles.
- Schedule on-campus interviews and learn about career fairs, workshops, and other activities.
- Create job search agents and receive emails about postings related to your interests.

IF YOU ARE A BYU-IDAHO STUDENT, YOU HAVE A CAREER NAVIGATOR ACCOUNT.
LOG IN USING YOUR NET ID AND PASSWORD.

Home

Check announcements, find out when you've been selected for an interview, and find shortcuts.

Profile

Fill out all of your personal information in order to determine what positions you qualify for.

Documents

You may upload résumés, cover letters and other related documents at any time by clicking the "Documents" tab. Uploading and storing a résumé allows you to apply for positions by submitting your résumé directly to the employer through the system. If you give permission, the résumé will appear in résumé books for employers as well. If you decide to apply for jobs through the database or sign up for on-campus interviews with employers, you will be required to have a résumé on file.

Jobs

View jobs and/or internships based on your search criteria. Once you have found a position you will be able to view a description of the company, the application deadline, and the position qualifications.

- If the employer conducts interviews on campus you will also be able to see the interview location, interview date, and the interview sign-up start and end dates.
- Apply for the position by clicking on Apply when viewing an open position. View what documents are required for the job application. You will be able to choose between the different documents you have uploaded in the Documents tab. (Some employers require that you apply through the company website.)

Employers

Scroll through thousands of employer profiles and save those in which you are interested (under Favorite Employers). You can see what positions companies are trying to fill, contact information, and when employers are coming to campus.

Interviews

Keep track of all the interviews you have applied for and those to which you have been invited to participate in. The easiest way to apply for an on-campus interview is to click the "On-Campus Interviews I Qualify For" Quicklink which is located on the Home tab. Remember: If your status for an interview is "invited", then you still must either schedule or decline the interview.

Surveys

Complete surveys from the Academic Discovery Center.

Events

Information about upcoming events such as the Career Expo, information sessions, and workshops.

Calendar

View details of interviews, events, workshops, or information sessions.

How to Schedule a Career Preparation Mentoring Appointment

- Log into my.byui.edu, select "Services" tab, then "Career Prep Mentor Scheduler" in the right gray field. If you have not created an account with the 'Career Prep Mentor Scheduler' system, please do so before attempting to schedule an appointment. You will then be taken to the 'Make Appointments' screen. Select your desired appointment type(s). On the next page, double click on your desired appointment start time. Enter the requested information about your major, class, year in school, etc. carefully and accurately.
- Read the No-Show & Cancellation, Appointment Preparation, and Dress & Grooming Standards Policies entirely, and then click the box to the left of each policy to verify that understand and will comply with them. The success of your appointment requires your adherence to these policies.
- Review your tentative appointment type(s), date, time, duration, mentor, and location. Select the 'Make Appointment' button to secure it. A confirmation e-mail will be sent to your BYU-I e-mail account. A reminder e-mail will be sent one day prior to your appointment.

LOOK ON THE INTERNET – JOB BOARDS AND COMPANY WEBSITES

The internet has a wealth of resources for job searching.

Job Boards

There are hundreds of job boards and even some related to specific industries. Here are a few to browse for general career information and job postings:

- Ldsjobs.org
- Careerbuilder.com
- Careerrookie.com
- Vault.com
- Wetfeet.com
- Monster.com
- Simplyhired.com
- USAjobs.gov (federal government jobs)
- Idealist.org (nonprofit jobs)



When searching online job boards, it's important to do multiple searches with different key words. Otherwise, you may not uncover an opportunity that you would be interested in. This will take some time, but is a good way to find job postings.

Company Websites

Look at websites of companies that interest you and see what opportunities are available. It is helpful to make a list of companies that you are interested in and look them up. Then find out who their competitors are and research them too. Also consider other companies they do business with. Don't limit yourself to just the big companies that you've heard of a hundred times – you may find that the perfect job for you is somewhere else.

It is also important to consider emerging markets. Certain industries and fields are blossoming while others are struggling. Search out companies in those that are prospering right now. Here are a few markets to consider:

- Agriculture
- Energy
- Environmental/Green
- Federal Government
- Health care
- Nonprofit

Occupational Outlook Handbook

www.bls.gov/oco

This document provides information about hundreds of different types of jobs such as education needed, earnings, job prospects, and what people in those positions do.

CONDUCT COMPANY RESEARCH

Be knowledgeable and prepared – it will pay off!

Gathering information about the industries and companies you are interested in is critical to any internship or job search. Learn as much about the company and its operations as you can. This will allow you to be better prepared for your job search and interviews.

WHY you should do company research

- Identify industries and careers of interest.
- Learn about companies and positions.
- Narrow down career options (focus your search)
 - Is the company/position right for you? Does it meet your immediate and long-term goals?
- Help you answer interview questions
 - What do you know about our company?
 - Why do you want to work for us?
- Shows your interest and enthusiasm.
- Gives you an advantage in a competitive job market.
 - **Know Your Audience** – make sure you market the skills the employer is looking for
Use the guides here: www.byui.edu/CareerServices/Student_Resources.htm

WHERE you can find company information

- Internet/company websites
- Business Source Premier (free for BYU-Idaho students)
 - Access by going to www.lib.byui.edu, click on the 'All A-Z' tab, and then searching alphabetically. Once you arrive at the main page, select the 'Company Profiles' link under 'Browse'. Then type in the company name.
- Hoover's Online
 - Access by going to www.lib.byui.edu, click on the 'All A-Z' tab, and then searching alphabetically.
- Company's annual/quarterly report
- Literature provided by the company (marketing or product brochures)
- Informational interview
- Inside source or company recruiter
- Professional journal, article, press release
- Library resources, Career centers

WHAT you should know about a company

- Products/services, customers/clients/target market
- Date company started, size of company, CEO
- Geographical location of headquarters, offices
- Company mission statement, company culture
- Organizational structure, divisions/departments
- Marketing campaigns/slogans, competitors
- Career paths – types of jobs, training programs
- Sales, assets, earnings, past growth/future potential
- Employee benefits, work-life balance
- Charitable organizations supported



BUILD AND USE YOUR NETWORK

Build relationships with people you know and meet new people. Let people know you are looking for a job and ask for information about career paths and companies. Also, conduct informational interviews to make connections and gain useful information.

What's the big deal about networking?

70% - 80%

of open positions are unadvertised.



Your network is a group of supporters who serve as resources for your job search and ultimately for your career. Networking is the process of building relationships with people who can help and who will make up your network. Networking is NOT one-sided, just asking for a job, or a "What can you do for me?" mentality. It is about building relationships and helping each other.

Benefits of Networking

- Job opportunities
- Career advice
- Validation of your decisions
- Insider information
- Finding mentors

Networking is for everyone. Even if you think you don't know the right people, you'll be surprised once you start talking to the people you know and getting referrals. Your purpose in networking is to get to know people who can provide information regarding careers and job leads.

The networking process may be easier for people who are naturally outgoing, but everyone (even the quiet and shy) can learn how to do it well. The steps below will walk you through the process and help you to feel confident and prepared.

7 Steps for Effective Networking

1. **Make a list of everyone you know.** (professors, advisors, family, neighbors, bosses and coworkers, family friends, etc.)

_____	_____
_____	_____
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_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Define your purpose and prepare questions.

a. What do you want help with? (references, resume help, career advice, etc.)

b. What are you looking for? (which industries, companies, types of positions, etc.)

c. What do you expect from the people you talk to? (information, leads, meetings, etc.)

d. What questions will you ask? (don't just ask for a job – ask for advice, information and contacts...and ask open ended questions)

3. Write a 30-second introduction. (about you, your accomplishments, your goals, why you are contacting them, etc. – samples on page 11)

4. Prepare a networking cover letter and résumé.

- a. Highlight your most significant accomplishments and qualifications.
- b. Have a profile on your résumé indicating the skills you possess and what you can offer the company. (Samples on pages 12-13)

5. Make contact and build relationships.

- a. Practice your 30-second introduction and questions to ask.
- b. Call, email or visit the people on your list. (Sample emails on page 11)
 - Conduct informational interviews. (See page 16)
- c. Meet new people - talk to people everywhere you go.
- d. Ask for business cards and have your own to hand out.
- e. Think about the relationship, not just getting a job.
 - Consider the big picture and never burn bridges.
 - Take notes and remember the information you're given.

6. Follow up and follow through.

- a. ALWAYS follow through on leads or contacts, even if you don't think it will lead to anything.
 - Remember who referred you so that you can use their name.
- b. Follow up in a week (or specified time) if they promised to do something, but don't pester.
- c. Keep track of all contacts you make and what the outcome or next steps are.

7. ALWAYS send thank you cards or emails.

- a. Even if the lead didn't amount to anything, be sure to show your appreciation.
- b. If they weren't able to help at the time, send an email to build a relationship and keep the door open in the future.

****Notice that you don't contact anyone until step 5.**

Do your homework beforehand and you'll feel more comfortable and have more success.**



**Either you're
networking
or you're not
working!**

Networking Tools and Resources

BYU-I CONNECT - www.byuiconnect.com

A database of BYU-Idaho alumni who are willing to help current students. Find mentors and ambassadors across the country, and join groups on LinkedIn.

BYU MANAGEMENT SOCIETY - beta.byui.edu/business-communication/resources/networkingmentor

A global organization for business professionals to network, develop careers, and serve communities. Join the BYU-Idaho student chapter and sign up to get a mentor.

PROFESSIONAL ASSOCIATIONS

Find professional associations in the industries you're interested in and join them. Many offer discounted memberships for students.

INDUSTRY CONFERENCES AND EVENTS

Attend conferences and events to meet people in the industry and to learn all you can. Take advantage of

Networking Tips

- Be sincere and confident.
- Be nice and remember personal details.
- Make an impression...be memorable.
- Send thank you cards or emails within 48 hours.
- Be patient...it will take time.
- Maintain long-term relationships.

student rates while you can and stay up-to-date in the field.

Networking Samples

30-SECOND INTRODUCTIONS

Hi, I'm Nicole Smith. I'll be receiving my Bachelor of Science degree in Communication in April from BYU-Idaho, and have spent the past 4 years preparing to be an excellent public relations professional. Last summer I interned with Winder Farms in their public relations department and I am currently the Vice President of the PR Club on campus. I'm looking for an entry level position in public relations. What advice would you give someone looking to enter the field?

Hello. My name is Robert Tanner. I attend BYU-Idaho and will be receiving my degree in Business Management with an emphasis in Finance this December. Through my education, I have gained strong quantitative and analytical skills, and I'm currently seeking a financial planning position. Could you tell me what skills and experience your firm looks for in its financial planners?

NETWORKING EMAILS

Dear Mr. Johnson,

My name is Jane Smith and I am a business management major at BYU-Idaho and will be graduating this July. I've been actively involved with the management club, leading a project to help a local employment agency review and improve their HR processes.

I'm looking for a position in management or human resources and would welcome the chance to talk with you in person. I'm attaching my résumé and cover letter and will be in the Seattle area during the holiday break if you have some time to meet. I hope to hear from you soon.

Thank you for your time.
Jane Smith

Dear Ms. White,

My name is Steve Morris and I will be graduating this April with a degree in Business Management from BYU-Idaho. I was referred to you by Michael Taylor at Any Company. He suggested that I contact you about a possible job opportunity. I am looking to gain experience in management and Michael thought you may be able to help me.

I've attached my résumé and cover letter which outlines my skills and experience in detail and hope to set up a time that we can meet. I welcome any advice or information you may have as I prepare to launch my career.

Thank you for your time.
Steve Morris

Scott Wilson

115 Oak Street
Rexburg, ID 83440

208.675.4389
swilson@email.com

October 21, 2011

Sue Knight, Hiring Manager
XYZ Company
789 Business Drive
Salt Lake City, WA 84112

Dear Ms. Knight:

Amy Evans, from Products, Inc. in Idaho Falls, told me you are looking for a person to fill the position of Market Analyst. She thought the job description matched my qualifications, and suggested that I contact you.

I am very interested in working with a dynamic corporation such as XYZ. I believe I could make a significant contribution by utilizing my skills, experience and education in the area of marketing. As an intern for JK Industries, I gained a considerable amount of knowledge and experience in market research. Also, as President of the Marketing club, I have developed and put into practice my leadership and communication skills. I have enclosed my résumé to further outline my background and experience.

If you have already filled the position, please consider me for related positions. I would appreciate the opportunity to tell you more about myself and how I believe I can make a contribution to XYZ. I have researched your company and am impressed with your company's management style and reputation in the industry. I am very interested in exploring job opportunities with your organization.

I look forward to meeting with you and will give you a call early next week to follow up on this letter. Thank you for your time and consideration.

Sincerely,

{Signature}

Scott Wilson

Enclosure

Chad Lincoln

200 East Avenue
Rexburg, ID 83440

208.222.3333
clincoln@email.com

August 8, 2011

John Wright, Project Manager
Finance Company
789 Business Drive
Boise, ID 83670

Dear Mr. Wright:

I was referred to you by Diane Johnson from Any Company in Spokane, WA. Currently, I am a senior studying finance at BYU-Idaho and am looking forward to launching my career this May after I graduate. Diane recommended you as an excellent source of information on the finance industry.

As an intern for ABC Paint Company, I gained a considerable amount of knowledge and experience in management and financial reports. I was exposed to the daily management tasks of a store as well as the corporate financial and sales data. It was beneficial to see first-hand what it takes to run a business from the financial and logistical sides. I also gained experience in payroll, accounts payable and accounts receivable as a Financial Assistant for the City of Rexburg. As Vice President of the Finance club, I have developed and put into practice my leadership and communication skills.

My goal is to secure an entry-level position in the finance industry. I would appreciate hearing your advice on career opportunities, conducting an effective job search, and how best to uncover job leads.

Thank you, in advance, for any insight and advice you would be willing to share. If possible, I would like to set up an informational interview with you. I will contact you early next week to make arrangements. Thank you for your consideration.

Sincerely,

{*Signature*}

Chad Lincoln

Enclosure

GET CONNECTED WITH LINKEDIN

www.linkedin.com

CREATE A PROFILE THAT REPRESENTS YOU

- List your current and past positions and education along with your tenure there.
- Add a professional profile photo.
- Add a summary paragraph. Think of it as your professional elevator pitch.
- Import your résumé.
- Ask for recommendations.

5 Golden Rules for Your Profile

- Professional photo of you alone
- Headline with area of study and/or career ambitions
- Keyword-rich summary that includes type of positions you are seeking
- Recommendations from supervisors, coworkers, professors, advisors, etc.
- Reference your profile in email signature, business cards, etc.

CONNECT

- Use webmail import to see all the people you know who are already on LinkedIn. You can then select who you wish to invite to join your network. (You can also upload a contacts file from Outlook, Palm, ACT!, or Mac Address.)
- Every time you meet someone new, try to find them on LinkedIn and invite them to connect. This allows you to maintain a relationship with that person.

GET INTRODUCED

- Request introductions from your connections.
- Search for people in positions or companies that you are interested in. Learn their background and see who you know in common that you could get an introduction from.

JOIN GROUPS

- Join alumni groups - "The Official BYU-Idaho Student and Alumni Network"
- Join professional industry groups related to your career goals and interests and participate in discussions.

FIND JOBS

- Search for open positions by keyword, company, location, industry, experience level, date posted and more. Get full job descriptions and instructions to apply.
- Look for job postings on group pages.

FOLLOW COMPANIES

- Search for companies you are interested in and also look at companies that people in your network are working at.
- Click "Follow Company" in the upper right hand corner of the page to track developments including job opportunities.

ASK QUESTIONS

- In the Answers section, ask a question about business knowledge, experience, or opinions and get answers from professionals in your network and other experts worldwide.
- Read question and answers to stay up-to-date in your field and interest areas.



WHAT NOT TO DO – COMMON NETWORKING MISTAKES



Pushing your needs and agenda 100% of the time

Instead, focus on building relationships while at the same time making it known that you are in the job market.

Sending random invitations to connect on LinkedIn or other networking sites

Make sure you know the person, or take the time to get to know them, before inviting them to connect. This will make them a more reliable contact for you and they are much more likely to accept your invitation.

Attending an event unprepared

Even if you aren't planning to network, you never know who you may meet. Remember to have business cards with you and résumés if it's a specific job or career networking event. Also make sure you are dressed professionally and avoid alcohol before and during professional events.

Not following up and saying "Thank you"

Even if they weren't specific about next steps, send a quick email or thank you card to keep the connection and build a relationship.

Talking negatively about others

Don't criticize or belittle former supervisors, coworkers, professors or classmates. Always keep the conversation positive.

Disregarding advice and acting arrogant

Listen to the advice you are given and be respectful. You don't always have to agree, but people are trying to help and professionals in the field are the best ones to get help from.

Not knowing what to say

Be prepared and you'll feel more confident and have more success.

An unprofessional email address

Use a professional email address when you're networking and job searching. It should be just some version of your name, with numbers if necessary.

Failing to ask

Be prepared with requests that would be helpful to you, then ask. The worst that can happen is they say "no." But also make sure that your requests are reasonable.

Being passive – taking the first "no"

If someone tells you "no," don't assume they don't want to help – that just means that they can't help you in that way. Continue to build a relationship and find other ways they may be able to help. Also, "no" may just mean "not now."

Lying

Always be completely honest and up front. If you aren't, chances are you'll get caught and ruin the relationship and potentially many others with people that one person knows.

Stopping networking once you have a job

While you should not continue to pursue job opportunities once you have accepted one, always continue to meet people and build relationships. Networking is about more than just getting jobs – it can help you build and enhance your career.

INFORMATIONAL INTERVIEWS

In an informational interview the roles are reversed – you, the job seeker, initiate the interview and ask all the questions. The purpose is to gain information, not to get a job. You want to learn if a certain career, position, or company is right for you. This form of networking allows you one-on-one time with a professional to learn about their career path and the organization they work for.

BEFORE THE INTERVIEW

- **Identify who you want to talk to.** This can be done through referrals from other people you know, via LinkedIn, or by finding someone on a company website.
- **Set up the interview.** Always be polite and understanding that people are busy and will be taking time out of their day to meet with you. Call or email to ask for an interview and include the following:
 - A brief introduction about yourself.
 - Why you would like to meet with them – remember you are seeking information and advice, not a job.
 - Suggest a few days and times for the interview, but mention that you are flexible.
- **Conduct research.** Learn about the company and the person’s position so that you can ask specific and meaningful questions.
- **Make a list of questions to ask.** List the most important questions first in case you run out of time. It is okay to ask about potential job opportunities, but this should not be the focus of the interview.
- **Be prepared.** Dress professionally, arrive 5 minutes early, bring a pen and paper, and wear a watch. Don’t take your cell phone.

CONDUCTING THE INTERVIEW

- Briefly introduce yourself and thank them for meeting with you.
- Ask your prepared questions and take notes.
- Do NOT continue to ask questions after your scheduled time is up.
- Wrap up the interview by asking if it would be okay for you to contact them in the future if you have other questions. Also ask for a business card, thank them for their time, and shake their hand.

AFTER THE INTERVIEW

- Send a thank you card or email within 48 hours.
- Follow up on any contacts or suggestions you were given.

WHAT QUESTIONS WOULD YOU ASK?

Sample Questions for Informational Interviews

Select questions (or write your own) that fit you and the person you are interviewing best.



ABOUT THE POSITION OR CAREER PATH

- How did you get started in this field? What sparked your interest?
- Does the job differ from what you expected?
- What is your educational background? What education and training is required in this field?
- What courses or experiences have proved the most valuable to you up to this point? Any recommendations for me?
- What are some keywords to include on a résumé or cover letter in this field?
- What are some entry-level positions in your field? Can you describe the main duties?
- What steps did you take to obtain this job?
- What do you find most interesting or rewarding about your job?
- What is the most challenging aspect? What causes the most stress in this job?
- Are there opportunities for advancement?
- What is the typical career path for someone in this field?
- Which skills are most important to acquire?
- What are the duties performed during a typical day? Week? Month? How much variety is there on a day-to-day basis?
- What are some related career fields or job opportunities?
- Is this a rapidly growing field that shows promise for future job openings?
- To what extent do you interact with customers/clients?
- Is your work primarily individual or in groups or teams?
- What do you regard as your greatest achievement in business thus far?
- What inspires you in your line of work?

ABOUT THE COMPANY OR INDUSTRY

- What are the best things about working for this company?
- What is unique about this company?
- Can you describe the atmosphere or culture of your work environment?
- Who would you say your competitors are? What are you doing to ensure you keep pace with the leaders of your industry?
- What kind of work/internship experience would employers look for in a job applicant?
- How does this company evaluate job performance and determine incentives?
- What are important values of this company?
- How does the company value work-life balance?
- What types of opportunities are typically available for recent graduates?
- Are there any opportunities for job shadowing or internships?

WRAPPING UP

- Is there anything else you think I should know?
- Is there anyone else you recommend I talk to?

Job Search Tracking Sheet

Company _____ Position _____

Contact Name _____ Title _____

Phone _____ Email _____

Referral Name or Source _____

ACTION PLAN

Date

Action Taken

Next Steps

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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