

CITY 1

COMPANY INFORMATION
COMMUNICATIONS LOG

CITY 2

COMPANY INFORMATION
COMMUNICATIONS LOG

CITY 3

COMPANY INFORMATION
COMMUNICATIONS LOG

CITY 1: COMPANY #1 INFORMATION

CITY 1 | COMPANY 1

TIER 1:

TIER 2:

TIER 3:

ADDRESS:

PHONE NUMBER:

WEBSITE:

SOCIAL MEDIA PLATFORM(S) & HANDLES:

CLIENTS (PAST AND/OR PRESENT?):

AWARDS? WHAT KIND? FOR WHAT? WHEN?:

SPECIALTIES:

CREATIVE DIRECTOR'S NAME *(Or similar title of one in charge of creative department. Nobody with Account Director in title. CEO only allowed if a creative owns the business.):* Information, Title (if not C.D.)

CREATIVE DIRECTOR'S PHONE NUMBER: Information (or Not Available)

CREATIVE DIRECTOR'S EMAIL: Information (or Not Available)

CREATIVE DIRECTOR'S LINKEDIN:

CREATIVE DIRECTOR'S OTHER SOCIAL MEDIA PLATFORM(S) & HANDLES:

OTHER:

CITY 1 | COMPANY 2

TIER 1:

TIER 2:

TIER 3:

ADDRESS:

PHONE NUMBER:

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CITY 1 | COMPANY 3

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CITY 1 | COMPANY 4

TIER 1:

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CREATIVE DIRECTOR'S OTHER SOCIAL MEDIA PLATFORM(S) & HANDLES:

OTHER:

CITY 1 | COMPANY 5

TIER 1:

TIER 2:

TIER 3:

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CREATIVE DIRECTOR'S OTHER SOCIAL MEDIA PLATFORM(S) & HANDLES:

OTHER:

CITY 1: COMMUNICATIONS LOG

COMMUNICATION JOURNAL | SOCIAL MEDIA

Each Contact:

To @Whom | Platform | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

COMMUNICATION JOURNAL | EMAIL

Each Contact:

To Whom | Email Address | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

COMMUNICATION JOURNAL | PHONE

Each Contact:

To Whom | Number | When Called | Voice Mail or Conversation? | FURTHER ACTION |
DATE TO CONTACT?

Tips:

- Be in a quiet area. No distractions, like roommates, animals, televisions, children.
- 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.
- SMILE when you talk.
- Begin with your name and that they should have received your package
- Don't say too much. People are too busy and they won't listen.
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- Say your number again.
- Wish them a great day. SMILE.
- **CALL BACK AT THE TIME YOU TOLD THEM.**

COMMUNICATION JOURNAL | TANGIBLE LETTERS/NOTES

Each Contact:

To Whom | Address | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

COMMUNICATION JOURNAL | INTERVIEWS

Each Contact:

With Whom | Date | F2F/Zoom/Phone/Other? | SUMMARIZE

COMMUNICATION JOURNAL | FOLLOW-UP

Under each of these shops that you may land an interview, list information about thank-you notes you send on branded media. Note that research has proven an email sent within a day of the interview is always a good idea, but sending a tangible thank you card that is hand-written is extremely valuable.

To Whom | Date | Follow-Up to What? | Medium/Format | EXPLAIN

CITY 2: COMPANY #1 INFORMATION

CITY 2 | COMPANY 1

TIER 1:

TIER 2:

TIER 3:

ADDRESS:

PHONE NUMBER:

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CITY 2 | COMPANY 5

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CITY 2: COMMUNICATIONS LOG

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Each Contact:

To @Whom | Platform | When Sent | REPLY? | FURTHER ACTION | DATE TO CONTACT?

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CITY 3 | COMPANY 1

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CITY 3 | COMPANY 2

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CITY 3 | COMPANY 5

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CITY 3: COMMUNICATIONS LOG

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