

**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:

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PHONE NUMBER:

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**TIER 2:**

**TIER 3:**

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# CITY 1 | COMPANY 5

TIER 1:

TIER 2:

TIER 3:

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## **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.
- Say when you will call back and invite them to call you at your phone number.
- 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:

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