We have created this template *Personal Marketing Plan* for your individual use. The *Plan* is to facilitate you taking an energized, pro-active and flexible approach to your post-graduate job search; we are confident that every Duke student who takes such an approach will secure fulfilling opportunities. Deadlines for completing this Plan are below:

**Part I. Goals & Interests**

**Complete by June 15, 2010**

Post-graduate. My post-graduate goal is to (provide three alternative goals):  
1. 
2. 
3. 

Employer Preferences. The type of employer for which I would most like to work full-time is: (rank 5, 1-5)  
☐ Business  
☐ Government, federal (e.g. agency, Capitol Hill)  
☐ Government, state (e.g. attorney general)  
☐ Government, city/local (e.g. district attorney, public defender, city attorney)  
☐ Law firm, large in major city  
☐ Law firm, mid-sized  
☐ Law firm, small/plaintiffs/other  
☐ Public interest/non-profit organization  
☐ Something totally different ____________________________

Geography. The three cities/states in which I would most like to settle and, thus, sit for the bar exam are, in order:  
1. 
2. 
3. 

Why these cities/states? (What connections do you have to these areas? What strengths do you possess that would be highly valued by employers in these areas?)

If you did not include the city where you are “from,” lived extensively or went to college, please explain why; these are places to strongly consider as part of a broad and effective 3L job search.
Part II. Identifying Opportunities  Complete by July 1, 2010

I have identified at least the following five organizations from each of my top three Employer Preferences that are not coming to interview on campus; they are:

<table>
<thead>
<tr>
<th>Preference 1</th>
<th>Preference 2</th>
<th>Preference 3</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
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<td>5.</td>
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</tbody>
</table>

I have identified the following three organizations from each of my Employer Preferences four and five that are not coming to interview on campus; they are:

<table>
<thead>
<tr>
<th>Preference 4</th>
<th>Preference 5</th>
<th>Other Preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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</tbody>
</table>

I have identified ten alumni of my college or law school who work at potential employers not participating in OCI. They and their employers are:

1. 6.
2. 7.
3. 8.
4. 9.
5. 10.

I am planning to write to the non-OCI organizations identified above by ________ (no later than July 30, 2010). I will follow-up on those letters sent, and will continue to network with all contacts at these organizations at least once a month. I will likewise send letters to similar organizations every ____________ (no more than two weeks) until I receive an offer.

We would be happy to review your plan with you; whether we do or not, past experience has shown this approach to be successful for students, so stick to the deadlines. Please submit your plan to CareerCenter@law.duke.edu.