Class of 2012 Personal Marketing Plan for 2L Positions for Summer 2011

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 2L summer job search; we are confident that every Duke student who takes such an approach will secure fulfilling opportunities for the summer. Deadlines for completing this Plan are below:

**Part I. Goals & Interests**  **Complete by May 31, 2010**

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

Employer Preferences. My preferences for my 2L summer job are (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 3-5 cities/regions I would like to live in for the summer are, in order:
1.
2.
3.
4.
5.

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 2L summer job search.
Part II. Identifying Opportunities  

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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<tbody>
<tr>
<td>1.</td>
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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>
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</thead>
<tbody>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<td>3.</td>
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I have identified five alumni of my college or law school who work at potential employers not participating in OCI. They and their employers are:

1.  
2.  
3.  
4.  
5.  

My top 10 OCI employers (if any) are:

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

I am planning to write to the non-OCI organizations, above, by _________ (no later than July 15, 2010). I will follow-up on those sent and will continue to send letters to similar organizations every ____________ (no more than two weeks) until I receive an offer of summer employment.

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.