# Memory Jogger

The purpose of this exercise is to develop as many names as possible from memory. At this point, don’t worry about whether or not that person can help you with your job search. Just focus on recalling as many names as possible for your list. You will determine later whether or not you will contact them based on your job search plan. As you think of a name just place it in your Contact Tracking Log.

Plan to spend a minimum of three to four hours working on the development of your contact list. You may want to do this in different sessions so as to not burn out. You should set a goal of getting at least 250 names. However, don’t stop once you reach 250…keep going until you are completely tapped out. You never know, it could be that last name on your list that results in your next job!

The following are different exercises to get your mind thinking about different people that should be on your list. Do not limit yourself to just these activities, but this is a good place to start.

## Money

Use the “Follow Your Dollar” strategy to develop as many names as you can. Think about where your money goes. Begin with your checkbook and go forward from there. Review the last six months of bank statements and credit card statements. Take a look at Quicken or other programs you use to track your dollars.

Use this exercise to remind you of people that you were around when you made the purchases.

Example: You identify a charge at a local restaurant and it jogs your memory of two contacts you met with about your previous work. These could be great contacts for your job search.

* Who is your doctor?
* Who is your insurance agent?
* Who does your taxes?
* Who sold your last house?
* Who repairs your car?
* Include people who have paid you money

## Calendar

Look over the past year or two at the work or personal appointments you have had. Review your Outlook calendar or hard copy calendar such as a DayTimer or Franklin Planner. Use this exercise to remember events and the people that attended or were associated with the event.

* Look closely at your old work calendar
* Neighborhood social events
* Meetings for major projects
* Meetings with vendors, suppliers, etc.
* Non-profit service work
* Sporting, coaching and civic events
* Meetings at your church
* Homeowner’s association meetings

## The Rolodex of Life

Let’s do a mix of old school and new school to identify more contacts for your list. Most people have a rolodex or pile of business cards that have been collected over the years. Now is the time to get these cards and be reminded of the people you have met. Once you’ve done that, go to your cell phone and look through your names. Every name in your cell phone should be on your list.

* Go through an old address book
* Review all of the emails you have sent and received over the past two years, if you have multiple email address…be sure to check them all
* Utilize social networking sites to see who is already in your network of friends and business contacts (Facebook and LinkedIn may be your primary websites)

## Stages of Life

Think about the different phases of your life and different milestones that have occurred and the people that may have been associated with that event. Don’t rush through the list, spend time with each word evaluate the situation/circumstance trying to identify the people involved.

|  |  |  |
| --- | --- | --- |
| High School friends | Sports, clubs | Vacations |
| Scouting | Mission/service trips | College |
| Fraternity/Sorority | Hobbies | Weddings |
| Summer jobs | 1st Job | Divorce |
| Children | Internship | Post-Grad Studies |
| Car accident | Illness | Promotions/Achievements |
| Previous jobs | Previous bosses | Previous subordinates/peers |

## Categories of People

* **People who care about you** – List people who really care about your success and future. If they care about you, they will try to help.
* **People you care about** – Who do you care about and want to see have a great life?
* **People who share your ideals, interests or hobbies** – Who do you know through clubs, church or associations? Since they already know you, they are likely to help your search and provide personal recommendations.
* **Business owners you know** – Business owners, especially small business owners often help you meet your goals. Visit them and don’t forget the goldmine on their desk, their Roledex.

## List

In case you’ve left anyone out, think of additional contacts you may know as you look at each of these memory joggers.

|  |  |  |
| --- | --- | --- |
| AccountantActors, producers, directorsAdvertising. marketing, PRAerospace engineersAircraft pilots-flight engineersAnesthesiologistsAnimal careAnimal trainerAnimatorAnnouncersAntique dealerAppraisersArbitratorArchitectsArchivists, curators, museumArt & DesignArtistsAthlete/coach/referee/trainerAudiologistsAuthorAutomotive body/serviceAviatorBanker, bank tellerBarber/hair stylistBarista (might be a retired CEO)BartenderBaseball playersBasketball playersBible study membersBill collectorsBiochemistsBiographerBiological scientistsBookkeeperBooksellerBoss, current and pastBroadcast sound engineeringBrokerBuilderBusiness analystBusiness ownerBusiness partnerCabinetmakerCaddyCalligrapherCameramanCardiologistCardiovascular MD or techCargo & freight agentsCEO (Chief Executive Officer)CFO (Chief Financial Officer)Chairman of the BoardChairman School BoardChaplainChefs, cooksChemistChief of PoliceChildcare workersChiropractorsChristmas listCivil engineerCivil servantClaims adjustersClinical psychologistsCoast guardCollege presidentComedianComposerComputer IT managersComputer programmerComputer systems analystsConductorConstruction manager/workerConsultantControllerCopywriterCoronerCorrections officerCosmetologistCounselorsCourt reportersCPACuratorCustodianCustoms officerDancers and choreographersDental assistants/hygienistsDentistDesignerDesktop publisherDietitians and nutritionistsDiplomatDirectorDisc jockeyDoctorEconomistEditorEducation administratorEducation, training, libraryEducatorElectrical engineer | ElectricianEmbroidererEmergency med tech (EMT)EntertainerEntrepreneurExterminatorFamers/ranchersFashion designersFraternity memberFBI agentFigure skatersFilm director/producerFinancial adviser, plannerFinancierFire fighting occupationsFire marshal/officer/fighterFishermanFitness workers/trainersFlight attendantFlight engineerFlight instructorFlight technicianFloristForesterFuneral directorsGame designersGame developersGardenerGeographerGeologistGeophysicistGolfersGovernment agentGraphic artistGraphic designerGymnastGynecologistHas a great jobHeadmasterHealthcare occupationsHeating/air-conditioningHerbalistHistorianHost/hostessHotel/motel managementHuman resource occupationsHunterIllustratorImporterInstructorInsurance sales agentsIntelligence officersInterior designerInternistInterpreters and translatorsInterrogatorInterviewersInventorInvestment analyst/banker/brokerJewelersJob seekerJournalistJudges, magistratesKarate instructorLandlordLandscape architectsLaw enforcement agentLawyerLecturerLibrarianLife/Business CoachLinguistsLoan officerLobbyistMagistrateMail carrierMake-up artistManagerMarketing directorMassage therapistMathematicianMechanicMedia/communications relatedMedical and health servicesMedical assistantsMedical recordsMeeting & convention plannersMentored you/ by youMet on a planeMeteorologistMilitaryModelMorticianMovie actorMusic directorMuseum occupationsMusicians, singersNegotiator | NeighborsNews analysts, reportersNotaryNursesObstetricianOccupational therapistOptometristsOrthodontistOrthopedistsPaintersParalegalsPediatricianPersonal and home care aidesPersonal trainerPest controlPharmacistPhotographerPhotojournalistsPhysical therapistPhysician assistant PhysiciansPlays a musical instrumentPlumberPodiatristsPolicePoliticianPostal workerPresident of somethingPriestPrincipalPrivate detectiveProfessional athleteProgrammerProject managerProperty association ManagersPsychiatristPsychologistPublic RelationsPublic SpeakerPublisherRace driverRadiologistReal estate brokers/agentReal estate developer/investorRecently changed jobsReceptionistsRecreational therapistsRelatives – make a listReligious leaderReporterRespiratory therapistSales and related occupationsSchool principal/superintendentScreenwriterSculptorSecretary, administrative assistantSecurities, commoditiesSecurity guardsSorority memberSheriffSinger/SongwriterSound technicianSpeech therapistSports announcersStockbrokerStore ManagerStudentSurgeonSurveyorsTeachersTelevision actorsTelevision reportersTennis playersTherapistTrademark attorneyTranslatorTravel agentsTutorVeterinariansVideo editorWaiter/WaitressWeb designerWebmasterWedding plannerWine connoisseurWriters and editorsX-ray technician |

While in your job search, you should always be thinking in terms of building relationships. Referrals can and will be a key part of your job search process. There are two types of people you will come across in your job search: the people you know and the people you don’t know. You spent the time on this Memory Jogger exercise to build your contacts of those individuals you know. Let these people know about your situation and ask for referrals and consideration as they hear about opportunities in the marketplace.

## Ideas to Build Your List – Finding people you don’t know…yet

Try these ideas to develop more contacts.

* Attend trade shows
* Take additional classes
* Attend parties and functions
* Attend a community meeting (Rotary, Kiwanis, Lions Club)
* Go to professional networking groups