# 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.

|  |  |  |
| --- | --- | --- |
| Accountant  Actors, producers, directors  Advertising. marketing, PR  Aerospace engineers  Aircraft pilots-flight engineers  Anesthesiologists  Animal care  Animal trainer  Animator  Announcers  Antique dealer  Appraisers  Arbitrator  Architects  Archivists, curators, museum  Art & Design  Artists  Athlete/coach/referee/trainer  Audiologists  Author  Automotive body/service  Aviator  Banker, bank teller  Barber/hair stylist  Barista (might be a retired CEO)  Bartender  Baseball players  Basketball players  Bible study members  Bill collectors  Biochemists  Biographer  Biological scientists  Bookkeeper  Bookseller  Boss, current and past  Broadcast sound engineering  Broker  Builder  Business analyst  Business owner  Business partner  Cabinetmaker  Caddy  Calligrapher  Cameraman  Cardiologist  Cardiovascular MD or tech  Cargo & freight agents  CEO (Chief Executive Officer)  CFO (Chief Financial Officer)  Chairman of the Board  Chairman School Board  Chaplain  Chefs, cooks  Chemist  Chief of Police  Childcare workers  Chiropractors  Christmas list  Civil engineer  Civil servant  Claims adjusters  Clinical psychologists  Coast guard  College president  Comedian  Composer  Computer IT managers  Computer programmer  Computer systems analysts  Conductor  Construction manager/worker  Consultant  Controller  Copywriter  Coroner  Corrections officer  Cosmetologist  Counselors  Court reporters  CPA  Curator  Custodian  Customs officer  Dancers and choreographers  Dental assistants/hygienists  Dentist  Designer  Desktop publisher  Dietitians and nutritionists  Diplomat  Director  Disc jockey  Doctor  Economist  Editor  Education administrator  Education, training, library  Educator  Electrical engineer | Electrician  Embroiderer  Emergency med tech (EMT)  Entertainer  Entrepreneur  Exterminator  Famers/ranchers  Fashion designers  Fraternity member  FBI agent  Figure skaters  Film director/producer  Financial adviser, planner  Financier  Fire fighting occupations  Fire marshal/officer/fighter  Fisherman  Fitness workers/trainers  Flight attendant  Flight engineer  Flight instructor  Flight technician  Florist  Forester  Funeral directors  Game designers  Game developers  Gardener  Geographer  Geologist  Geophysicist  Golfers  Government agent  Graphic artist  Graphic designer  Gymnast  Gynecologist  Has a great job  Headmaster  Healthcare occupations  Heating/air-conditioning  Herbalist  Historian  Host/hostess  Hotel/motel management  Human resource occupations  Hunter  Illustrator  Importer  Instructor  Insurance sales agents  Intelligence officers  Interior designer  Internist  Interpreters and translators  Interrogator  Interviewers  Inventor  Investment analyst/banker/broker  Jewelers  Job seeker  Journalist  Judges, magistrates  Karate instructor  Landlord  Landscape architects  Law enforcement agent  Lawyer  Lecturer  Librarian  Life/Business Coach  Linguists  Loan officer  Lobbyist  Magistrate  Mail carrier  Make-up artist  Manager  Marketing director  Massage therapist  Mathematician  Mechanic  Media/communications related  Medical and health services  Medical assistants  Medical records  Meeting & convention planners  Mentored you/ by you  Met on a plane  Meteorologist  Military  Model  Mortician  Movie actor  Music director  Museum occupations  Musicians, singers  Negotiator | Neighbors  News analysts, reporters  Notary  Nurses  Obstetrician  Occupational therapist  Optometrists  Orthodontist  Orthopedists  Painters  Paralegals  Pediatrician  Personal and home care aides  Personal trainer  Pest control  Pharmacist  Photographer  Photojournalists  Physical therapist  Physician assistant Physicians  Plays a musical instrument  Plumber  Podiatrists  Police  Politician  Postal worker  President of something  Priest  Principal  Private detective  Professional athlete  Programmer  Project manager  Property association Managers  Psychiatrist  Psychologist  Public Relations  Public Speaker  Publisher  Race driver  Radiologist  Real estate brokers/agent  Real estate developer/investor  Recently changed jobs  Receptionists  Recreational therapists  Relatives – make a list  Religious leader  Reporter  Respiratory therapist  Sales and related occupations  School principal/superintendent  Screenwriter  Sculptor  Secretary, administrative assistant  Securities, commodities  Security guards  Sorority member  Sheriff  Singer/Songwriter  Sound technician  Speech therapist  Sports announcers  Stockbroker  Store Manager  Student  Surgeon  Surveyors  Teachers  Television actors  Television reporters  Tennis players  Therapist  Trademark attorney  Translator  Travel agents  Tutor  Veterinarians  Video editor  Waiter/Waitress  Web designer  Webmaster  Wedding planner  Wine connoisseur  Writers and editors  X-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