

# PERSONAL CAREER MARKETING PLAN FOR:

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Participant Name

**Asset Specific Training For Post Secondary Education Account**

**“MICHIGAN SAVES”  
INDIVIDUAL DEVELOPMENT ACCOUNT PROGRAM**

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Date submitted

## **DIRECTIONS:**

To comply with the asset specific training requirement of the “Michigan Saves” Individual Development Account program, participants saving for education may need to complete a personal career marketing plan.

The plan will help to guide you through the next step after graduation:

### **Getting a job you want!!!**

The following is an outline to help you complete the career marketing plan. Please take the time to do a quality job in completing your plan. A thoughtfully completed plan is required in order to help insure that you will be able to use the education you have acquired to secure a job in the career path you have chosen.

If you have any questions about this plan or about your career path, please let us know.

In order to prepare for your career entry, read the instructions and carefully complete each section.

Be honest with yourself, but do not sell yourself short. Identifying both positive and negative aspects will make it easier to be successful in your career entry. You may need to do additional research to determine current market conditions and how they may have changed since you began your education.









**Section II:**  
**Career Start-up Plan:**

**Answer the following questions:**

- **Define and clarify your career vision.** What do you want to “be?” What do you want to do?

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- **Identify your target market(s).** Who can you work for?

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What kind of employer are they? Large, small, government, private?

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Where are they located?

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What are they looking for in an employee?

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- **Identify and assess your competition:**

How many openings are projected for your career entry job? \_\_\_\_\_

How many applicants for the job? \_\_\_\_\_ Is the field challenging to break into? \_\_\_\_\_

What do you have to offer that your competition may not have? \_\_\_\_\_

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What are your sources for the above information? \_\_\_\_\_  
\_\_\_\_\_

Did you verify it in at least three places? \_\_\_\_\_

- **What is the starting wage you can expect?** \_\_\_\_\_
- **Will you be able to meet all your financial needs** working at just this job? If not, how will you supplement your income? \_\_\_\_\_
- **How will you find job openings?** \_\_\_\_\_
- **Do you have a current resume?** \_\_\_\_\_ **Has it been reviewed by anyone?** \_\_\_\_\_
- **Where did you/will you find information on writing a resume appropriate for the job you want?** \_\_\_\_\_
- **What will you do to improve your chances of getting an interview?** \_\_\_\_\_
- **Have you practiced interviewing?** \_\_\_\_\_ **Who did/will you practice with?** \_\_\_\_\_  
\_\_\_\_\_
- **What is the outlook for your chosen field** in the next year? \_\_\_\_\_  
Three years? \_\_\_\_\_ Ten years? \_\_\_\_\_
- **Where will you be in your career** one year after you begin? \_\_\_\_\_  
Three years? \_\_\_\_\_ Ten years? \_\_\_\_\_
- **Have you talked with** (or written to or emailed) at least **three individuals employed in your chosen field**, at least one at entry level and at least one in management or direction level? \_\_\_\_\_
- **If you are not hired for the job you want when you first complete your education, what will you do?** \_\_\_\_\_  
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- Do you have any concerns that have not yet been addressed?

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