**Follow-­‐On Plan**

**Introduction**

Using the Begin at the End approach I am defining my end point for this plan as graduation from college and landing my 1st job or internship in my Right Career. I will then work backwards to my current situation, working for a few months before going back for the start of my junior year.

**Right Career (1st Job/Internship) – Age 24**

Before or soon after graduation I visualize myself securing a job or internship in my Right Career (Marketing and/or Public Relations in the fashion industry).

**Market myself to companies for my Right Career**.

Use the research to target companies. Use the Right Career Sales Story and

marketing material to tell my story.

**Research Industries and Companies for my Right Career**.

Research the fashion industry to understand its structure and all the various sub

sectors. Research companies, large/medium/small, which would be good targets.

**Refine my marketing plan to secure a position in my Right Career**

Refine my resume. Build a professional presence on LinkedIn. Build my network on LinkedIn and elsewhere.

**College Graduation – Age 24**

I visualize myself graduating from college with my BA in Psychology in 2015 at age

24.

**Find On-­‐Campus opportunities to improve my resume for my Right Career**

Seek out internships. Join clubs.

**Find & Compete an Internship between Junior & Senior Year**

I need to find an Internship that will let me both validate my Right Career and

provide proof of my potential in that area.

**Get my GPA back up to a 3.0**

If I can replace the two D’s with two B’s I will get my GPA back up to a 3.0. I will then

need to earn a 3.0 GPA (or above) each semester so I can graduate with a cum 3.0 GPA.

**Make up Classes I dropped or in which I got a D**

Before I left college I was four classes behind being a junior this coming fall. While I was out of my school I was able to take two classes, but my school would only give me 1½ credits, so I am 2½ classes behind schedule.

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**Start College – Age 22**

**Re-­‐enroll**

I need to restart my college education this fall. Luckily the school allows you to take

up to a three semester Leave of Absence and to return you only need to send a letter. Since I have only been gone three semesters I should have no trouble being re-­‐admitted.

**Retain my Academic Scholarship**

I need to work with the Dean to ensure I will be able to continue to receive my

Academic scholarship.

**Finish Self Support Period – Age 21/22**

**Support Myself**

I need to demonstrate to myself and to my father I can support myself.

**Internship**

I plan on getting an Internship while working.