

Coaching Options

A Best Impression Coaching Options

	Individual	Number of Sessions	Comprehensive Job Search	The Kinetic Methods
Career Clarity & Values	\$350	2	✓	✓
LinkedIn Optimization	\$650	3	✓	✓
Strategic Networking	\$250	1	✓	✓
Learn How to Write a Resume and Cover Letter	\$1000	3	✓	✓
Interview Preparation	\$500	3		✓
'Ask Me Anything' Self-Directed Coaching (30-minute session)	\$300 (\$100 x 3)	3	✓	✓
Resume and Cover Letter Proofreading & Revisions	\$750 (\$250 x 3)	3	✓	✓
Total	\$3800		\$2500 (save \$800)	\$2900 (Save \$900)
Other Coaching Options				
Learn How to Write a Resume, Cover Letter and Optimize LinkedIn	\$1500 (save \$150)	6		
I Write Your Resume and Cover Letter	\$1250	1		
Real-Time Resume Evaluation (30-minutes)	\$100	1		
'Ask Me Anything' Self-Directed Coaching Support Series (Four 30-minute sessions)	\$300 (save \$100)	4		

The Kinetic Methods (\$2900)

Over the course of eleven 90-minute Zoom sessions, you will learn and understand how each of the job search elements are connected and influence each other. A successful job seeker takes every opportunity to increase the likelihood of being invited for an interview.

This coaching option will cover every part of the job search process, including Career Clarity, LinkedIn Optimization, Strategic Networking, Resume Writing, Cover Letter, Resume and Cover Letter Proofreading, Interview Preparation, and includes 3 'Ask Me Anything' guided sessions.

Understanding how each of the job search elements are connected and influence the other is the best advantage you can give yourself.

This coaching option is for professionals who want to be prepared to compete before a company layoff, professionals who want to transfer to new industries, who have not executed a successful job search in over five years, and understand that one weak element can remove them from consideration.

———— The Comprehensive Job Search (\$2500) ————

Over the course of eight 90-minute sessions, you will learn and understand how each of the job search elements are connected and influence each other. This coaching option will cover most elements of the job search process, including Career Clarity, LinkedIn Optimization, Strategic Networking, Resume Writing, Cover Letter, Resume and Cover Letter Proofreading, and 3 AMA sessions.

This coaching option is for professionals who have not conducted a job search in more than 5 years, who need to learn all facets of job search in order to execute a job search on their own with confidence.

This option is also included in the 'The Complete Kinetic Methods' packages.

Career Clarity and Values (\$350)

Over the course of this 120-minute Zoom session, you'll be guided through a targeted reflection upon your work history and use that to create a career through-line, then discover and identify the specific qualities an employer must provide for you to deliver optimal results, ensuring you land in an aligning role.

This coaching option is appropriate for professionals who want to transfer to a new company or industry and is also included in the 'LinkedIn Optimization', 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.

LinkedIn Optimization (\$650)

Over the course of three 90-minute Zoom sessions, you will learn the specific process to make your profile discoverable to recruiters for jobs you want, easily scannable and presented to position yourself as a professional for successful networking, and to incorporate your values to share with employers. You will gain:

- **A complete, discoverable and easily scannable LinkedIn profile**
- **A new structure and content for your LinkedIn profile headline**
- **A new About Me / LinkedIn summary for your profile**
- **Foundational knowledge about yourself and criteria to address your individual needs**

This coaching option is for professionals who don't know how or why to optimize their profile to be discoverable and useful to external evaluators.

This option is also included in the 'Craft a Resume, Cover Letter and Optimize LinkedIn', 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.

Strategic Networking (\$250)

Over the course of this 90-minute Zoom session, you will learn a reliable technique to incorporate strategic networking easily into your job search, including how to identify the people to proactively connect with and how to craft a networking message that gets your questions answered and potentially gains an internal referral.

This coaching option is for professionals who want to transfer to a new company or industry but need to learn more about the companies or gain an internal referral and is also included in the 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.

If your LinkedIn profile needs to be optimized prior to being shown to professionals outside of your network, consider completing the 'LinkedIn Optimization' sessions first.



– Learn How to Write a Resume and Cover Letter (\$1000) –

Over the course of three 90-minute Zoom sessions, you will learn how to approach effective targeted resume and cover letter writing for a specific job description using my Walk the Walk Pro methodology, mastering a reliable and repeatable process you can use that creates a targeted, ATS-ready resume and compelling cover letter quickly while providing crucial job interview preparation.

This coaching option is for professionals who have not crafted a targeted resume or cover letter in more than 5 years, who do not understand applicant tracking systems, are struggling to communicate confidently in interviews, or who are not getting the responses they expect to their applications.

This option is also included in the 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.



Learn How to Write a Resume, Cover Letter, and LinkedIn (\$1500)

Over the course of six 90-minute Zoom sessions, you will learn an approach to create these external marketing materials so that they move you forward in consideration when representing you individually as well as in concert. You will craft your own new resume, cover letter, and LinkedIn profile, knowing what to include and how to create each material to benefit your current and future job search.

This coaching option is for professionals who have not crafted a targeted resume or cover letter or updated their LinkedIn profile in five years, who do not understand applicant tracking systems, are struggling to communicate confidently in interviews, who are not getting the responses they expect to their applications, are not being approached by recruiters nor successfully connecting outside of their network.

This option is also included in the 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.

—— I Write Your Resume and Cover Letter (\$1250) ——

I will write an executive-level targeted resume and cover letter from scratch that is ATS-compliant and designed to appeal to hiring managers for a specific job description that you've identified.

We will need to collaborate over two Zoom calls during the process and you will need to provide relevant information.

During this 30 minute Zoom call, we will go over the job description, answer questions, and schedule the two calls.

This service option is for professionals who want to apply for a new role and require a resume and cover letter expert to craft the materials to complete the process.

Interview Preparation (\$500)

Over the course of three Zoom sessions (90-, 75-, and 45-minutes), you will learn and practice interview techniques to get 'comfortable' with answering questions with confidence using a reliable structure to keep your answers on topic and concise.

I will provide preparation resources and 35 relevant interview questions for your specific job description that we will use for practice. You will receive real-time feedback on your answers and will practice to improve each as needed.

This coaching option is for job seekers who need a confidence boost in their ability to tell their story in an interview.



—— 'Ask Me Anything' Self-Directed Session (\$100) ——

- 'Ask Me Anything' Self-Directed 4 Session Series (\$300) -

You will lead the discussion over the course of these 30-minute Zoom sessions, asking your specific job search questions about any of the elements mentioned here and receiving my expert advice, insights, and answers. You will receive a recording of our session for your reference.

This coaching option is for accelerated job seekers who have specific questions to fine-tune and optimize each of their job search elements without the commitment of comprehensive coaching.

This option is also included in the 'Comprehensive Job Search', and 'The Complete Kinetic Methods' packages.