

Additional Coaching Options

| | Individual | Number of Sessions | The Kinetic Sequence (14 sessions) |
|---|---------------|--------------------|------------------------------------|
| Career Clarity & Values | \$400 | 1 | ✓ |
| LinkedIn Optimization I (incl. Headline + About) | \$900 | 3 | ✓ |
| LinkedIn Optimization II (w/o Career Clarity) | \$600 | 2 | ✓ |
| Strategic Networking | \$250 | 1 | ✓ |
| Resume & Cover Letter | \$1000 | 3 | ✓ |
| Interview Preparation | \$600 | 3 | ✓ |
| 'Ask Me Anything' Self-Directed Coaching (Four 30-minute sessions) | \$300 | 4 | ✓ |
| Resume and Cover Proofreading & Revisions | \$750 | 3 | ✓ |
| Total | \$4200 | | \$3000 (Save \$1200) |
| Other Coaching Package Options | | | |
| 30 Day: Includes Career Clarity & Values, LinkedIn Optimization I, Strategic Networking, Resume & Cover Letter. To be completed in 30 days. | \$2000 | 6 | Save \$550 |
| 60 Day: Includes Career Clarity & Values, LinkedIn Optimization I, Strategic Networking, Resume & Cover Letter, and Interview Preparation. To be completed in 60 days. | \$2500 | 9 | Save \$650 |
| 90 Day: Includes Career Clarity & Values, LinkedIn Optimization I, Strategic Networking, Resume & Cover Letter, Interview Preparation, up to 5 'Ask Me Anything' Sessions. To be completed in 90 days. | \$3000 | 14 | Save \$1200 |
| LinkedIn Optimization I, Resume + Cover Letter | \$1750 | 6 | Save \$150 |
| Extend Accountability + Access per month | \$300 | 2 | |

Career Clarity and Values (\$400)

Over the course of this 120-minute Zoom session, you'll be guided through a targeted reflection of 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.

Goals:

- 1. Establish a hyper-targeted criteria and be able to evaluate job descriptions faster.**
- 2. Ease into recalling details for LinkedIn, resumes, and interview preparation.**
- 3. Create LinkedIn profile content ('About' summary and 'Headline').**

This coaching is best for professionals who want to transfer to a new company or industry and who need to optimize their LinkedIn profiles.

LinkedIn Optimization I (\$900)

Over the course of three Zoom sessions (two 120 minute, one 45 minute), you will optimize your profile to present yourself as a professional for strategic networking, make your profile easily scannable and discoverable to recruiters for the jobs you want, and incorporate your story and values to share with employers.

Note: This coaching offer includes the Career Clarity and Values session and I will draft your About summary and Headline for you.

Goals:

1. A complete, discoverable and easily scannable LinkedIn profile
2. A new structure and content for your LinkedIn profile headline
3. A new About Me / LinkedIn summary for your profile
4. Ready to network with peers at new companies

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

Note: This crucial process only needs to be completed once and updated periodically.

LinkedIn Optimization II (\$600)

Over the course of one 45 and one 120 minute Zoom sessions, you will learn the specific process to make your profile discoverable to recruiters for the 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.

Goals:

- 1. A complete, discoverable and easily scannable LinkedIn profile**
- 2. A new structure and content for your LinkedIn profile headline**
- 3. Prepared to network with peers at new companies**

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

Note: This crucial process only needs to be completed once and updated periodically.

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 ideally gains an internal referral.

Goals:

1. Determine that each role and company are truly a fit for your needs and expectations.
2. Lock in an internal referral to increase the likelihood of securing an interview.

This coaching is best 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.

Note: 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.

———— Write a Resume and Cover Letter (\$1000) ————

Over the course of three Zoom sessions (two 120 minute and one 75 minute) you will learn how to write a targeted resume and cover letter writing for a specific job description, 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.

Goals:

1. Write resumes and cover letters that are ATS-compliant and prioritize the user experience of the recruiter.
2. Stronger interview performance by knowing the job goals and needs and your ability to deliver on a deeper level.
3. Increase job search efficiency by preventing yourself from applying to roles you don't want or aren't qualified to complete.

This coaching is best for professionals who have not crafted a targeted resume or cover letter in more than five 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.



Interview Preparation (\$600)

Over the course of three Zoom sessions (90-, 75-, and 45-minute), 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 30 relevant interview questions for your specific job description that we will use for practice. You will receive real-time feedback on your answers and we will practice to improve each as needed.

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



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

You will lead the topics we discuss over four self-scheduled 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 each session for your reference.

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

Resume, Cover Letter, and LinkedIn Optimization I (\$1750)

Over the course of three 120-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.

Goals:

- 1. A complete, discoverable and easily scannable LinkedIn profile**
- 2. A new structure and content for your LinkedIn profile headline**
- 3. A new About Me / LinkedIn summary for your profile**
- 4. Ready to network with peers at new companies**
- 5. Write resumes and cover letters that are ATS-compliant and prioritize the user experience of the recruiter.**
- 6. Stronger interview performance by knowing the job goals and needs and your ability to deliver on a deeper level.**
- 7. Increase job search efficiency by preventing yourself from applying to roles you don't want or aren't qualified to complete**

This coaching is best 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 or successfully connecting outside of their network.