



Career Coaching Offerings – Overview

My approach to career coaching is designed for professionals who want to be more intentional, strategic, and confident in their job search. You'll learn all of the strategies to give yourself an advantage at each step of the process. Whether you're feeling stuck, exploring a transition, or ready to aim higher, I help you clarify your direction, optimize your materials, build relationships, and master the process—all tailored to your goals. To make this process as efficient and effective as possible, anything I can do for you, I will. Anything I can't do for you, I will do with you.

You can choose the full journey or select specific support areas.



PHASE 1: CAREER REFLECTION – FROM REFLECTION TO INTENTION



We begin with Career Therapy. This is a deep, structured exploration of your work history, values, and goals. You'll reflect on where you've been, what you've learned, and what truly matters to you now.

- We'll revisit your early career aspirations—what did you envision for yourself at 23? What's changed?
- Then we walk through each role using a guided framework to identify patterns and themes.
- We define your non-negotiables, nice-to-haves, and dealbreakers—so you know what a fulfilling job really looks like to you.
- Finally, we identify your Singular Strength—the unique value you bring that sets you apart.

This process builds the foundation for everything that follows: clarity in your search, alignment in your messaging, and confidence in your interviews.



PHASE 2: LINKEDIN OPTIMIZATION – MAKE IT WORK FOR YOU

Next, we turn your LinkedIn profile into a powerful, recruiter-friendly asset. The goal is to have a profile that is discoverable only by the specific roles you want and that is easy to consume. By the end of this, you'll have:

- Targeted visibility settings that increase discoverability by recruiters
- A profile that reflects the job you want, not the jobs you've had

Whether I do this for you or teach you to do it yourself, the goal is to help recruiters find you fast—because in 2025, you've got seconds, not minutes, to make an impression.





PHASE 3: STRATEGIC NETWORKING FOR INTERNAL REFERRALS – START THE CONVERSATIONS THAT OPEN DOORS

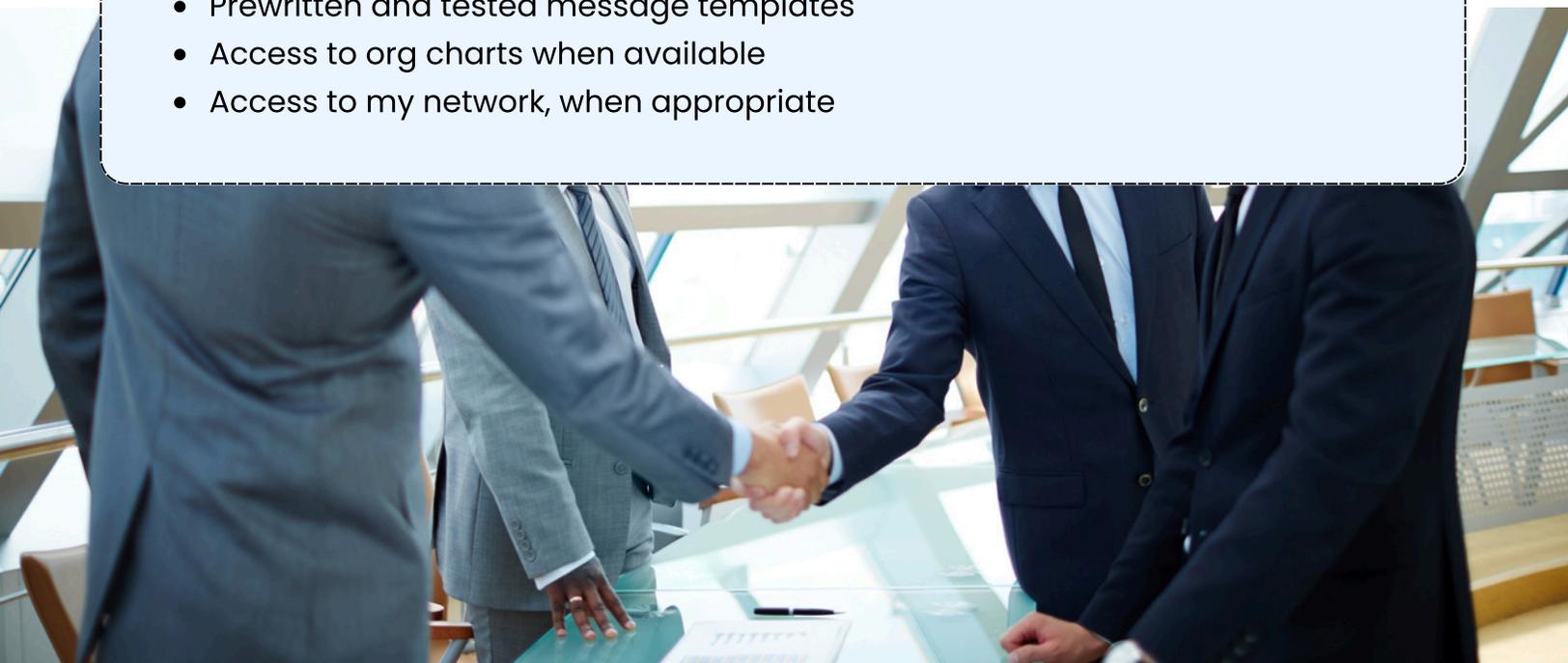
Most job seekers rely only on their existing network for help. With the increased competition and more job seekers in the market, I find this strategy is typically too limiting. I teach you how to build new relationships—especially inside the companies you want to work for. Why? Because:

- Internal referrals are the fastest and most effective way to get hired
- Companies trust them, pay big bonuses for them, and prioritize those candidates

We'll use my proprietary PATH exercise to identify and prioritize 40 target companies, factoring in hiring activity, your interest, and any existing connections.

You'll also receive:

- A strategic outreach plan
- Prewritten and tested message templates
- Access to org charts when available
- Access to my network, when appropriate





PHASE 4: RESUME AND COVER LETTER DEVELOPMENT – MASTER THE ART OF ALIGNMENT



Together, we'll build a **targeted, ATS-optimized resume** that aligns directly with the roles you're pursuing. This process not only produces better resumes—it also prepares you for interviews by helping you understand exactly what each job requires.

- We start with a **Master Resume** that covers 80% of what you'll need if you stay in your current lane
- You'll have access to my proprietary resume writing tool, WalkTheWalkPro.com – designed to teach you how to write resumes for a computer first, recruiter second
- You'll learn how to tailor each resume to a specific job description

I personally review your first **three resumes** to make sure you've mastered the technique. After that, most clients feel confident doing it themselves.



PHASE 5: INTERVIEW COACHING – STICK THE LANDING

Once the interviews start coming in, we'll shift to interview prep—fast and focused:

- We prepare using the STAR method, so your answers are clear, concise, and compelling
- You'll learn how to adjust your responses based on who you're speaking with (recruiter vs hiring manager)
- You'll practice turning their questions into insights of your own—so you leave the interview with your own answers, too

I typically recommend a series of three short sessions within a week of your interview to build confidence and refine your delivery.





ONGOING SUPPORT – YOU’RE NOT ALONE



Once we’ve completed the instruction sessions, you’ll still have access to me for follow-up coaching. You’ll be applying, hearing feedback, and facing new decisions—so take advantage of the included on-demand coaching sessions for real-time support as questions come up.

- Message me anytime—if I’m awake and not in session, I’ll respond
- You’ll have continued access to every proprietary tool and resource I’ve created
- Discounted pricing for if you need specific additional support in the future



PROGRAM FORMATS

You choose how much or how little support you need:

1 Complete Action Plan – Full-Service Coaching

Includes all five phases: Career Therapy, LinkedIn, Networking, Resume and Cover Letter, Interview Coaching, and more.

2 The Core Essentials

Focuses on the crucial application materials – LinkedIn, Networking, and Resume, and Cover Letters.

3 Targeted Learning

Pick and choose only what you need—I will not waste our time or resources on any topic you don't need.



TIMELINE & FORMAT

- Instruction sessions are typically completed in **5 weeks**, meeting once per week
- Sessions run **90–120 minutes**
- Some clients prefer to break work-intensive sessions into two parts for flexibility
- Homework is included between sessions

WHAT SETS MY PROGRAM APART?

A premium coaching experience customized specifically to your goals and learning style

- Proven frameworks and original resources, not generic advice
- Tools built specifically for mid-career to executive professionals
- Instruction, support, and accountability ensures you execute your job search correctly the first time and see it through to the end

Let me help you take back control of your career path—with clarity, confidence, and results that last far beyond your next job.

BOOK YOUR FREE CONSULT NOW!