



CAREER RESUME  
CONSULTING

# EXECUTIVE BRANDING & RESUME PACKAGE

*Take Control of Your Career and Get Paid What You're Worth.*

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(816) 694-2937   Tammy@BeyondJobSearching.com   CareerResumeConsulting.com

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# A UNIQUE STYLE OF BRANDING

*for an exceptional job market*

The U.S. Broad Unemployment Rate, including underemployed job seekers, was at 10.3% as of Dec 2022. On top of that, 20 million others are fully employed but actively looking for a new job. It is absolutely essential that your resume and online presence make you irresistible to decision makers. As an executive or highly-skilled professional, both your personal marketing documents and your LinkedIn profile need to highlight the skills you can bring to your next role and minimize any liabilities that would keep you from getting an interview.

**You need a personal branding strategy that separates you from the crowd and communicates your expertise.**

Do not make the employer or recruiter guess what you can do for them based on your past job descriptions and responsibilities. With a sea of applicants, employers do not want to know just where you have been and what you have done - they just want to know what you can do for THEM.

Companies still receive between 60 and 400 resumes for every six-figure position; they do not take the time to connect the dots from your history to your value proposition for their organization. In my experience, after 20 years of working with executives changing industries or careers, I have created a unique style of personal branding that captures the attention of your potential employers, compelling them to respond and garnering you the phone calls to begin multiple hiring processes.

## ***Does your current resume highlight any of the following?***

- *You're currently unemployed, possibly for awhile*
- *Age may be a problem that will restrict you*
- *You may have changed jobs too frequently*
- *You have been in one industry a long time*
- *Your experience is in a struggling industry*
- *You lack a formal degree*
- *Your career history shows certain gaps*
- *You lack career progression, especially on paper*

Perceived liabilities keep you from getting a response from a hiring manager or recruiter. Minimize these in your communication strategy.

## ■ A 30 SECOND COMMERCIAL

You need a resume that makes potential employers respond like they have just read an advertisement. The real intention of a resume is not to get you a job - it is only to get you the phone call. You can sell yourself much more effectively over the phone and in person, rather than through words on paper. The resume is simply a call to action.

You need to give employers just enough information that they are curious enough to give you a phone call to learn more about you. CRC's unique resume is a "teaser" resume written in a functional format, which, in the experience of our clients, has been proven to get a 300% to 400% response rate from potential employers than a chronological format. Our firm also creates for you a chronological resume in those circumstances where it is required, but even in those cases, we start with creating a compelling value statement and identifying unique skills.

## ■ BOTTOM LINE RESULTS

With this in mind, since 2020, 94% of clients from our resume and branding program have received responses from employers for relevant positions - at their target level in their target industry -within four weeks of receiving their resume. Often, these interviews end in quickly obtaining a new position, in large part to the detailed preparation our clients and our team do prior to the resume completion.

No legitimate resume writing service can promise you a guarantee of a job offer with just the resume; the results of an effective resume alone are measured in obtaining responses for relevant positions. The key word there is relevant, as many resumes can get you "a response," but it takes an exceptional resume to result in responses for positions that will pay you what you are worth.

## ■ A VERY DIFFERENT PROCESS

Resume writing services will often request that you fill out a simple, easy form after purchasing their service. They will then combine your answers with the information on your current resume to produce a document that is professionally formatted and contains impressive wording to highlight your experience. This is what most other people applying for your perfect job are doing.

Nearly all resume writing services, from sole proprietors to market-leading executive career firms, do not invest the time to "do the work" in order to quantify your true value, and not just list the few achievements in your recent memory - they do not ask you the right questions to truly and accurately define your strengths and get at the very heart of what makes you great. They do not take the time to really get to know you, to truly understand what sets you apart from your competition. The in-depth "once in a lifetime" analysis that we do allows us to truly tell your story.



# OUR RESUME PREPARATION PROCESS

## ■ **STEP ONE:** *THE ONLINE RESUME APPLICATION*

To begin the process, CRC sends you detailed instructions and a link to an online resume application. There are over 20 questions related to your career in general, followed by a 17-point breakdown of each position throughout your entire career. This application takes clients between 8 and 25 focused hours to complete, usually broken into several online sessions. This initial part of the process has been described as grueling, exhausting...even excruciating.

But every one of our clients has told us it is completely worth the work. By the end of the “once in a career” application process, you begin to understand your true worth in the job market and to your next employer.

## ■ **STEP TWO:** *RESUME PREPARATION SESSIONS*

A critical component of this branding package follows the completion of the resume application. The next step is a series of four to six 45-minute video meetings with one of our seasoned Executive Career Coaches.

In these meetings, we extract your most sought-after skills and all of the achievements you have had in your entire career to frame them in the most impressive way. This not only allows us to craft an extremely persuasive resume, but also develops highly compelling stories for your interview situations and boosts your confidence in every area of your communication strategy. These specific, compelling stories of your achievements -with quantifiable results -win you the interview.

CRC clients tell our team one of our greatest strengths is the ability to pull achievements out of their career they had either forgotten or not even known existed, and phrase achievements in a way that succinctly tells their story and shows them to be the Rock Star they truly are. Clients consistently claim this is the greatest value of our executive branding program.

This process is extremely difficult to do on your own, since it's hard for an individual to assess the strengths of their competition and to know what employers are specifically looking for today relative to each position. This is where an experienced professional comes in handy.

## ■ **STEP THREE: *THE RESUME PRESENTATION***

With executive resume writing services, you are emailed your document and wished the best of luck. Again, CRC differs in our approach, because it is extremely important to us that you be excited about every word of your new brand. Our goal is to craft the document exactly as you would, only better.

Therefore, after we have taken 6-8 hours to craft your resume, which is your initial branding document to an employer, we schedule a 60-minute video conversation to go over it word for word, until the resume absolutely exceeds your every expectation. We answer any questions you may have about the content, and make any edits you wish during our meeting, so that by the end of the hour, you have a final version in Word.doc form and, if you wish, in PDF form as well.

After your new resume is in its final format, we supply you with a chronological form of your resume as well, as a "backup," in case a recruiter should ever ask you for a chronological format. The functional one-page format outperforms the chronological version in nearly every case, but there are exceptions, and we want you to be prepared with a chronological version, if ever it is requested.

## ■ **STEP FOUR: *YOUR ONLINE PROFILE CREATION***

The latest surveys show that over 85% of employers and 94% of recruiters use LinkedIn EXCLUSIVELY to find their next talent; therefore, having a robust LinkedIn presence is essential in today's job market and our clients have found a great amount of success in aggressively utilizing LinkedIn. Once your resume is finalized, our Executive Career Coach will completely retool and optimize your LinkedIn profile to attract recruiters and hiring managers for your target position.

Our clients usually find an immediate boost in the number of views they receive on LinkedIn, and many of them have received multiple interview offers from decision makers who have read their LinkedIn profiles. Our profile creation is based on our discussions with the nation's foremost expert on LinkedIn and the #1 best-selling author on LinkedIn creation.

A professionally built Internet footprint expands your attractiveness to employers and takes advantage of the latest in technological business trends; this is one of our specialties, and sets you apart from everyone else in your field.

Your online presence will have a message that is consistent with your resume, so that decision makers will not have any surprises when researching you online, which over 85% of them do before contacting you.

## ■ **STEP FIVE: *YOUR UNFORGETTABLE INTRODUCTION***

One of the biggest principles of marketing is to maintain a consistent message throughout a marketing campaign. For you, this means that your introduction and the stories you tell in a networking situation need to portray a consistent message with the top performer persona CRC has built in your written materials and your online presence.

Therefore, as part of your branding program, we give you all the tools you need to create an introduction you can use when you are speaking with new potential networking partners, or in writing to your current contact list, to explain what you are looking for and articulate your expertise.

Consider this an evolution from the normal “elevator pitch,” where you are just letting people know what job title you are seeking. Instead, we will help you explain what type of company would be your perfect fit, plus what business problems you consistently solve, as well as your expertise.

With a regular elevator pitch, you leave the listener with a very narrow niche in which to help you. With our Unforgettable Introduction, it expands the number of decision makers with which your listener can quickly put you in contact. Your introduction is also very easily understood by people outside of your current or most recent industry, and both memorable and repeatable, so that you will be top of mind for many weeks after your conversation with the networking partner.



# MORE THAN JUST A RESUME

## THIS IS EXECUTIVE BRANDING AND CAREER DIRECTION

In order to more effectively provide a value proposition to your potential employers, we have to do more than discuss your achievements. During the resume preparation sessions, we also complete the following:

- Discuss your search direction
- Define transferable skills, core competencies and what solutions you provide your target employers
- Identify what jobs are best suited to your skills and your passions/fulfillment; this isn't done via a cookie-cutter survey. These are recommendations based on the real world experience of a top career professional. This includes the level(s) of position(s) that fits your level of experience
- Identify industries of interest and determine your best options
- Explore complete career change possibilities
- Develop stories that can be used during executive interviews

**Your Complete Career Inventory:** You will also receive the final version of the notes from our resume preparation conversations – a detailed career achievement report. These notes will include your answers to the extensive online application, as well as notes from our discussions, as we quantify each of your achievements in the most impressive way.

This document generally runs over 20-50 pages in length, and is an invaluable resource to study for your upcoming interviews. This report documents every significant achievement throughout your entire career – and, as mentioned before, this is a “once in a career” inventory of everything you’ve accomplished.

This program gives you much more than just a new resume; with over 20 pages of notes, it gives you documentation of each transferable skill/experience factor, every key strength, and many more achievements than could possibly fit into the resume. With this document, you are prepared for the more important upcoming “sales conversations” - your interviews.

**Proven Cover Letter and Marketing Letter Templates:** With this program, you'll also receive over 85 cover letter, marketing letter and introductory letter examples in Word.doc format, so that you can simply fill in your most relevant achievements from your professionally-crafted resume, and you will have a persuasive, cohesive branding document that will introduce you as the answer to the hiring manager's needs. These templates are based off of cover letters we have personally written that have been proven to get the most responses from employers.

**Your Executive Branding Program Includes:**  
Two Separately-Formatted Resumes   Cover Letter Templates  
Your Complete Career Inventory   Your Robust LinkedIn Presence  
Your Unforgettable Introduction

**Please Contact One of Our Senior Leaders for Current Pricing**

## ■ REALITY CHECK

No executive career firm can guarantee you a new position in any certain amount of time; anyone in the industry that makes that guarantee is not legitimate. Success stories and quotes from our clients are real; a majority of CRC clients since the pandemic - using this resume and enrolled in our Networking Superhighway Program started new positions in 4.3 months on average.

There are many factors that play into the success of each job seeker. Some of these factors include history of achievements, number of companies in the targeted market or industry, level of position sought, and local economic conditions, to name a few.

But the biggest determining factor, according to our experience, has been the activity level of each client. Our strategies are straightforward and easy to understand but take work to implement - you get out of it what you put into it, plain and simple.

If you have any questions about the above materials or if you would like additional information. feel free to email us at [Tammy@beyondjobsearching.com](mailto:Tammy@beyondjobsearching.com) or call (816) 694-2937.