



“THE PROFESSIONS” PACKAGE

DESIGNED FOR EXECUTIVES WITH A VIBRANT AND ACTIVE NETWORK AND MARKETING STRATEGY.

Leadership career branding documents have changed dramatically over the last five years and keeping relevant and leading-edge means (1) less competition (2) access to the right people and (3) more options.

THIS PACKAGE WILL WORK BEST IF YOU ARE AN EXECUTIVE WHO:

- Is serious about leveraging your expertise and credentials to a targeted audience of organizations going well beyond the information-level package to build a value-added, branded package that leaves a lasting impression with decision-makers.
- Needs to refine your networking and business development skills and who needs to learn how to optimize your online presence to become a magnet for big opportunities.
- Has been thinking about how an improved presence in the marketplace will attract the right organizations.

WHAT’S INCLUDED?

- **Customized + branded résumé** directed toward your desired industry that will open doors to targeted decision-makers.
- **Targeted value proposition letter:** compelling and persuasive, complementing the résumé that can be used time and again over your campaign and your career. Perfect for targeted marketing campaigns.
- **Professional biography** ideal for networking, introducing yourself to organizations, for press releases and organizational announcements.
- **LinkedIn profile energizer** will pique the interest of your targeted employers and recruiters— where 99% of organizations are searching for executives like you.
- **Professional endorsements dossier** used as a unique leave-behind marketing tool for networking meetings and employment interviews.
- **Tools and research** that 95% of your competitors do not have access to, including a DISC Leadership Style Profile.

PROCESS, MILESTONES AND WHAT TO EXPECT:

You get to work with a Certified Executive Resume Master (less than 100 certified globally), multiple award-winning Career Strategist and Certified Human Resources Professional, Maureen Farmer, (CCMC, CERM, CCS, CRS, CPHR) who will help you reach your goals. We decide to work together. Fee is submitted in full.

- We schedule private and confidential appointments in person or via telephone or Skype.
- We collaborate as partners so the result is the best reflection of you that helps you stand out from the crowd and position you as first choice among competitors.
- We work together to uncover your unique value proposition instilling trust and confidence in your targeted companies.
- Using a handful of tools unique to me, we craft a 3D image of you and your brand.
- Marketing documents are returned within 10-14 business days.

Investment: \$3495 + HST (NO HST FOR INTERNATIONAL CLIENTS)



MAUREEN FARMER
CPHR, CELDC, CCMC, CERM

I’m an executive career strategist, helping corporate executives navigate the hidden job market with confidence, intent and success.

When you’re considering a critical career move, you need crystal clear goals, powerful branding and an effective career marketing plan that will get you the job.

I can help.
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Maureen has redefined the standard for me. By the time you are done, you have the position, attributes and critical skills really well defined. This is the most detailed and complete career strategy process that I have ever seen. Maureen is genuine, sincere and hustles; what’s not to like about that?

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