

RESUMÉ/COVER LETTER/JOB SEARCH COACHING

What You Receive and How This Helps You

1. To develop your **Resumé** and sharpen your image

You Receive	How This Helps You
Current Resumé Critique	Provides detailed, objective feedback showing how to re-cast your background and present it to get attention
Resumé Planning De-brief	Draws out overlooked or forgotten achievements specific to position requirements and career goals
Resumé Structuring Framework	Explains subtle layout techniques to engage readers, showcase your attributes, and mask deficiencies
Reference Display	Demonstrates how to select, list and coach references more effectively
Sample Resumé	Guides and benchmarks crafting of your new resumé

2. To master **Cover Letter** planning and writing skills

You Receive	How This Helps You
Job Ad/Job Description Analysis	Ensures you know how to identify and respond to employer needs, connecting you with the position to be filled
Proven Cover Letter Methods	Shows you sophisticated structuring and writing tactics to focus your “pitch” and draw in the reader
Tips to Solicit Access	Personalizes your candidacy and approach to move you ahead of other applicants
Sample Cover Letter/Job Ad Match	Provides a concrete example of ad-to-letter technique

3. To maximize your **Job Search** efforts

You Receive	How This Helps You
Personal Assets Analysis	“Nets out” your key attributes to compare with desirable opportunities
Guidance on Alternative Options	Prompts you to widen your horizons in pursuing work
Advice on Potential Leads	Identifies contacts and networking prospects

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4. To make your best **Personal Impression**

You Receive	How This Helps You
A Formula to Build Your Message	Synthesizes all your assets into a brief, genuine verbal “pitch” to use on cold calls or at interviews

Interview counselling also available on request

Contact Information

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