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<Date>

<First Name> <Last Name>

<Title>

<Company Name>

<Address>

<city, State Zip>

Dear <Courtesy> <Last Name>:

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results." -- Andrew Carnegie

As a management executive in the agricultural industry, over the course of my career I have built a lengthy list of accomplishments based on the principles advocated above. Of course, creating a solid organizational framework, controls, and processes are key, and are the foundation on which growth takes place. But to drive that growth, both in my recent two turnaround successes and earlier in my career as a leader of a start-up business, my emphasis has always been on establishing a team-oriented culture in which all the employees work collaboratively toward a common vision.

<Courtesy> <Last Name>, I am writing to you now at the suggestion of <Name>, a mutual acquaintance of ours. I was talking with <Name> recently about my career and current job search, and <he/she> suggested that I talk with you. While <Name> wasn't sure you would know of an open position, <he/she> thought you might have some advice for me on my search as could maybe point me in the direction of someone else I should talk with.

Briefly, I offer more than 20 years in agriculture/agribusiness, extensive experience in organic production, an MBA focused on global business, and a background of leadership and management that spans both large corporations and small, privately owned operations. The details of my career are outlined in the enclosed résumé, so I won't repeat them here. But to summarize, just some of the potential I offer includes:

- ▶ Transforming underperforming businesses into national top performers in terms of quality and production
- ▶ Developing and building thriving start-up operations from launch to success
- ▶ Driving revenue, profit, and shareholder growth
- ▶ Executing international initiatives and managing global business relationships
- ▶ Raising the level and effectiveness of leadership within the organization
- ▶ Creating a high-accountability, team-oriented business culture that inspires top performance
- ▶ Constructing a solid organizational foundation with strong processes and rigorous controls

Thank you so much for your time and attention. If I can ever reciprocate, please just ask. I'll give you a call next week to follow up and to set a convenient time for us to meet.

Respectfully,

Christopher Jones

Enclosure

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

Please visit my website at www.100kcareermarketing.com and then book your introductory consultation with me at <https://vip-intro-consultation.youcanbook.me/>