

<Date>

<First Name> <Last Name>

<Title>

<Firm Name>

<Address>

<City, State Zip>

Dear <Courtesy> <Last Name>:

I'm not your typical financial executive. I am a numbers person, but also a people person, and with a career that has been somewhat non-traditional in that it has focused not just on the numbers but also on the application of those numbers to drive improved results, I have a very unique value offering for the executive job market.

Passionate...results focused....articulate....personable...fearless in execution...influential...these are all traits that describe me that are also uncommon among financial executives. As the VP of Global Finance for a \$1 billion business, they are also the traits that have earned me a seat at the C-suite table as the finance point person and trusted advisor to the CEO regarding nearly every strategic decision for the company during my tenure.

But most significantly, I offer a singular talent for finding and conveying the "story" in the numbers, helping the executives and managers throughout a company to really grasp and understand complex and multidimensional issues. Then I take my role a step further, applying the knowledge gained from the story and the robust metrics I am able to derive from that knowledge to help operational teams...

- Solve complicated business problems
- Modify and optimize business strategies and plans
- Increase sales and decrease expenses
- Strengthen and streamline business processes
- Maximize top and bottom-line financial performance
- Improve productivity and efficiency organization-wide

These proven abilities would be of great value in a growing company that requires strong leadership to propel profitable growth and optimize its overall financial and operational performance.

My current exploration of the job market is confidential and I appreciate your discretion, but if one of your clients is seeking a senior-level finance and/or strategy executive to join their leadership team, I would be a great match. My background spans multiple industries and company sizes, and my skills have proven to be transferable to each. While I would prefer to remain within commuting distance of my current home in Tampa, Florida, for a truly exciting opportunity I will relocate. You should also know that my target compensation is \$250,000+.

Thank you for your time, attention, and discretion. I look forward to talking with you if you are aware of a suitable position or have any questions.

Sincerely,

Susan Fox

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/>