

Kick Your Career in Gear



Coaching Packages

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Hello & Welcome!



Are you ready to make a career change?

That's a BIG DEAL! Your career affects every part of your life - your finances, where and how you live, and your relationship with yourself and others. But it can be scary to make a career change, and I'm sure you're feeling a little stuck, overwhelmed, or dragged down by that dreaded imposter syndrome.

Is coaching right for you? Well, if you're reading this packet we've likely already met and you've experienced the impact one session can have on your outlook. Imagine what we can accomplish if we work together!

I'm both a cheerleader and a drill sergeant - I'll be there to guide you, root for you, and hold you accountable when you need to stay on track. Read on to learn more about how I have helped hundreds of job seekers land roles in some of the top companies and non-profits in the country - perhaps you will be next!

To your success,

Emily Worden



When most people look for a job, they dust off the resume and hit the job boards. Then they apply to hundreds of jobs and get nothing in return. Stop! **It's not a "numbers game," it's a referral and recruiter game.** I've got a proven five-step process to land your dream job and guess what - "job search" is the last stop on the list!

FIVE STEPS TO YOUR DREAM JOB

🚀 Step 1: What do you want?

- Your vision and values - what's important to you?
- What kind of jobs / companies / industries interest you?

🚀 Step 2: What do your target employers want?

- Who are your ideal employers?
- What are they looking for in an employee?

🚀 Step 3: Develop your personal brand

- Craft a personal brand that tells your story and appeals to target employers
- Update your resume and optimize your LinkedIn profile

🚀 Step 4: Strategic networking

- Use your network to access the hidden job market
- Connect with recruiters, hiring managers, and VIPs at your target companies

🚀 Step 5: Job search

- Strategically search for and apply to jobs with less effort
- Nail the interview with preparation, knowledge, and enthusiasm

Next up – which coaching packages incorporate these steps?

PACKAGE #1: BRANDING BOOTCAMP

⤴ This is **STEP 3** of my five-step job search process

IN THIS BOOTCAMP YOU WILL

- ✓ Learn how to talk about your career history in a cohesive and compelling way
- ✓ Discover what is important to your target employers and how to incorporate their needs into your brand
- ✓ Revamp your resume in a way that screams to hiring managers and recruiters, *"Hey! I'm awesome! Hire me!"*
- ✓ Update your LinkedIn profile to attract recruiters and hiring managers and learn LinkedIn strategies to boost your profile

BRANDING BOOTCAMP is **\$995** and includes **3x45 minute sessions** over Zoom, unlimited **email support**, my **resume template**, and a **19-page LinkedIn document**, (which I lovingly nicknamed "The Beast"). This is an intense boot camp, you will have homework to complete before we first meet.

- 🕒 **Session 1:** Define your brand
- 🕒 **Session 2:** Update your resume
- 🕒 **Session 3:** Optimize your LinkedIn profile

The Branding Bootcamp is for those who know exactly what they want to do next but need help communicating it. If you DO know what type of job you want, at what type of company and/or type of industry, this Bootcamp is for you! (And if you're not there yet, then Package #3 or Package #4 is for you.)



PACKAGE #2: APPLICATION ASSISTANCE

📌 Includes **STEPS 3 - 5** of my five-step job search process

For those who know exactly what type of job(s) they want next and are ready to upgrade their resume, LinkedIn, job search strategies, and job interview skills.

PROGRAM SCHEDULE

- 🕒 **Session 1:** Find your keywords
- 🕒 **Session 2:** Update your resume
- 🕒 **Session 3:** Optimize your LinkedIn profile
- 🕒 **Session 4:** Strategic networking
- 🕒 **Session 5:** Job interview prep

If you're feeling stuck on the job search, or you want to kickstart your job search a smarter way, this package is for you.

APPLICATION ASSISTANCE is **\$1,595** and includes **5x45 minute sessions** over Zoom, unlimited **email support**, my **resume template + resource sheet**, a **19-page LinkedIn document**, (which I lovingly nicknamed "The Beast"), a resource to guide your **networking** efforts, and a comprehensive **interview preparation guide**.



PACKAGE #3: CAREER CROSSROADS

📈 Includes **STEPS 1 - 3** of my five-step job search process

For those who are ready to make a career change but are feeling stuck at a crossroads and wondering, *“What do I want to do next? What types of jobs interest me? Where do I begin?”*

This package includes everything in the Branding Bootcamp + 2 extra sessions + the **Find Your New Career digital course**



PROGRAM SCHEDULE

- 🕒 **Session 1:** Explore potential careers
- 🕒 **Session 2:** Decide your next career move
- 🕒 **Session 3:** Define your brand
- 🕒 **Session 4:** Update your resume
- 🕒 **Session 5:** Optimize your LinkedIn profile

CAREER CROSSROADS is **\$1,595** and includes **5x45 minute sessions** over Zoom, unlimited **email support**, my **resume template**, a **19-page LinkedIn document**, (which I lovingly nicknamed “The Beast”) and the **Find Your New Career Digital Course (\$395 value)**. *You will be asked to complete the Find Your New Career Course before we first meet.*



PACKAGE #4: DREAM JOB MASTERCLASS

📈 **ALL FIVE STEPS** of my five-step job search process

I have helped hundreds of job seekers land new jobs for more money using the five steps in this program. The average client finds a new job in three months with a 20% pay bump.

MASTERCLASS PROGRAM

- ✓ **Step 1: *Decide what you want:*** What is important to you in your next job, personally and professionally?
- ✓ **Step 2: *Explore where you want to work:*** What companies and industries interest you? Who are your top 10 target companies?
- ✓ **Step 3: *Define your personal brand:*** Tell your career story, update your resume, and optimize your LinkedIn profile
- ✓ **Step 4: *Strategic networking:*** Learn how to lean into your network for your next job opportunity, including reaching out to recruiters
- ✓ **Step 5: *Job search made simple:*** Where to apply, how to apply, how to tackle job interviews, and how to negotiate a higher salary

DREAM JOB MASTERCLASS is **\$2,695** and includes **9x45 minute sessions** over Zoom, unlimited **email support**, access to **digital courses** and my **entire document library** *with advice for every step of your job search*. The Masterclass comes with a **30-day money-back guarantee**. If you show up and do the work and decide the program cannot help you, I'll refund your purchase.



**Not ready for a
coaching package yet?**

Grab a mini session

Coaching Mini Sessions

- ✓ Roast My Resume
- ✓ Roast My LinkedIn
- ✓ Ask Me Anything

MINI SESSION #1: ROAST MY RESUME

A quick session to discover areas of improvement

IN THIS SESSION YOU WILL

- ✓ Learn how to revamp your resume in a way that screams to hiring managers and recruiters, "Hey! I'm awesome! Hire me!"
- ✓ Discover what is important to your target employers and how to incorporate their needs into your resume
- ✓ Follow the same resume template I've used to land my clients six-figure jobs at their ideal companies
- ✓ Walk away with a comprehensive plan for your resume and tons of resources to help you rewrite it

ROAST MY RESUME is **\$175** and includes one **30-minute session** over Zoom and the following resources:

- **TEMPLATE:** Basic resume template
- **TEMPLATE:** Advanced resume template
- **RESOURCE:** Resume sample
- **RESOURCE:** Step-by-step guide to writing your resume
- **RESOURCE:** Organize your keywords
- **RESOURCE:** How to find numbers for your resume
- **RESOURCE:** How to write bullet points for your resume

ROAST MY RESUME is for those who want to revamp their resume and get back to the job search. Most clients follow up with an **ASK ME ANYTHING** session (see page 9) to review their resume edits and ask questions about the job search.

MINI SESSION #2: ROAST MY LINKEDIN

A quick session to discover areas of improvement 

IN THIS SESSION YOU WILL

- ✓ Learn how to revamp your LinkedIn in a way that recruiters will find your profile and reach out for opportunities
- ✓ Discover what is important to your target employers and how to incorporate their needs into your LinkedIn profile
- ✓ Follow the same LinkedIn guidelines I've used to help my clients attract recruiters and land interviews for their ideal jobs
- ✓ Walk away with a comprehensive plan for your LinkedIn profile and tons of resources to help you rewrite it

ROAST MY LINKEDIN is **\$175** and includes one **30-minute session** over Zoom and the following resources:

- **RESOURCE:** Step-by-step guide to writing your LinkedIn profile
- **RESOURCE:** Sample LinkedIn profile to guide your rewrite
- **RESOURCE:** Organize your keywords
- **RESOURCE:** How to write your Skills section
- **RESOURCE:** How to write your LinkedIn Headline

ROAST MY LINKEDIN is for those who want to revamp their LinkedIn and get back to the job search. It is especially helpful for those who have a diverse background or are applying to several types of roles. Most clients follow up with an **ASK ME ANYTHING** session (see page 9) to review their LinkedIn edits and ask follow up questions about LinkedIn or the job search.

MINI SESSION #3: ASK ME ANYTHING

Your chance to ask me anything about the job search

IN THIS SESSION YOU WILL

- ✓ Bring your questions about the job search or job interviews and get rapid-fire answers
- ✓ Be prepared to take tons of notes to guide you in your job search
- ✓ Receive the same advice and resources I give my clients to help them land their ideal jobs
- ✓ Receive a Fathom recording and summary notes of the session, if preferred

ASK ME ANYTHING is **\$175** and includes one **30-minute session** over Zoom. **ASK ME ANYTHING** about ...

- **JOB SEARCH:** Let's get you unstuck
- **RESUME:** Discover best practices
- **LINKEDIN:** Learn how the algorithm changed
- **JOB INTERVIEWS:** Learn how to wow the interviewer
- **MOCK INTERVIEWS:** Let's prep for your next interview!

ASK ME ANYTHING sessions are for those who are feeling stuck about the job search and want guidance to land a job. The goal of this session is to answer all your job search questions so you can get unstuck and gain momentum in your job search. Most clients purchase multiple sessions to focus on their job search, interview prep, and ensuring success at their next role.