

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, values, and mission - what's important to you?
- Mental fortitude - goodbye, imposter syndrome!

🚀 Step 2: What do your target employers want?

- What kind of companies interest you?
- 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
- Persuade your dream employer with a pitch deck

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 one of the next packages is for you.)



PACKAGE #2: 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 #3: 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.

