



## SEGAL COACHING

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### SERVICES AND FEE SCHEDULE COACHING

#### **Starter \$1,200**

4 hours of coaching within 2 months

#### **Boost \$1,725**

6 hours of coaching within 3 months

#### **Gaining Traction \$3,200**

12 hours of coaching within 6 months

#### **Cruising Altitude \$5,500**

24 hours of coaching within 12 months

### WRITING and COMBO PACKAGES

#### **Executive Resume \$1,475**

Complete Executive Resume and form cover letter for consistent personal branding, including:

- 90-minute review of target audience and professional history
- 45-minute follow-up call, and
- Drafting of resume from inception to completion

#### **LinkedIn Profile \$750**

Complete LinkedIn Profile (review, drafting and recommendations for all relevant fields), including 30-minute session on personal branding for LinkedIn

#### **Essentials Option \$2,125**

- A. Combination Package: Resume and LinkedIn Profile from above, OR
- B. Complete CV (for academia or other fields that require one) and cover letter

#### **\*\* Silver Suite - most popular package \$2,895 \*\***

Essentials Option plus two 90-minute coaching sessions (e.g., job search and interview prep)

#### **Gold Suite \$3,625**

Silver Suite plus two additional 90-minute coaching sessions (6 coaching hours in total) and any two of the following:

- second version of Resume,
- executive bio (300-400 words),
- one-page networking resume,
- deal sheet or other addendum,
- targeted cover letter,
- 2 detailed, targeted networking emails,
- other coaching or business writing as agreed (90 minutes).

#### **Platinum Suite \$4,595**

Gold Suite plus four additional coaching hours (10 coaching hours in total)

## **Corporate Suites (for multiple related clients)**

Corporate coaching and writing can be adapted from or expanded beyond above. Where agreed in advance, packages may be shared across a firm or otherwise for related clients.

***For any service or package above:***

*Substitutions for services of equivalent value may be made by mutual agreement.*

*For smaller projects, the rate is \$325 for a single hour of coaching or writing.*

***Expediting fees may apply (\$250-800) for accelerated deadlines.***

*Any package election may be upgraded within one (1) month of the first session for the stated package rate. Fees and packages may be amended for any new services elected more than six (6) months following the first session unless otherwise agreed.*

**\*\*PLEASE NOTE:** Given the unlikely (but possible) event that a Client who starts the process later becomes unresponsive to requests, SC has instituted the following policies:

If Client fails to respond to SC's email messages or requests, including scheduling or informational requests, for a period of **ten business (10) days or more**, barring medical or other emergencies, there may be a delay in resuming or completing Client's project or sessions.

If such period continues for **twenty business (20) days or more**, a reactivation fee of the lesser of 10% of the fees payable hereunder or \$250 may be charged.

If such period continues for **thirty business (30) days or more**, SC reserves the right to consider an engagement complete (with no responsibility for future work or refund whatsoever).

Potential clients who are aware or expect they will not be able to meet the above deadlines should make a frank disclosure to SC about circumstances and expectations and may, in some instances, choose to delay the start date or request approval of an alternate arrangement.

### *Details on Services Listed Above*

***Career, Business or Leadership Coaching*** is specifically designed to Client's evolving needs.

Topics may include, at Client's election:

- *career exploration/change,*
- *job search,*
- *networking strategies,*
- *interview preparation,*
- *interpersonal development,*
- *value proposition development,*
- *personal branding,*
- *business planning,*
- *marketing,*
- *business development,*
- *negotiation, and/or*
- *leadership strategies*

Rates for sessions include SC's preparation and supportive research, as SC deems relevant and necessary, to facilitate exploration, discernment and achievement of intended results.

In some cases, Clients may prefer longer sessions (e.g., 2-3 hour intensive) or shorter sessions (e.g., 1/2 hour each week in follow-up job search phase), which may be arranged to meet individual needs. In addition, during the course of an engagement, at Client's request and as mutually agreed, coaching time may be converted to use on projects below and/or review, revision or drafting of other Client documents, including professional email correspondence.

**Business Writing and Editing** includes professional or business writing and/or editing as agreed with Client and may include drafting or revisions of Client email correspondence upon request. Expedited deadlines must be clearly communicated and agreed in advance.

**Complete Executive Resume** includes a resume interview session (90 minutes) with a “deep-dive” discussion of Client’s career vision, employment targets, marketing strategy for resume, professional history, accomplishments and any experience, skill or leadership gaps that may need to be addressed (in resume and interview context), complete drafting of resume, all related research deemed necessary, email correspondence, follow-up session (30 minutes) and revisions as needed. Client is requested to provide 3-5 target job descriptions (if applicable) with relevant keywords, to be further discussed in the introductory session. *Note: see "Complete CV" for longer resume formats.*

**Complete CV** includes all of above with additional Client contact and drafting/revision time as needed to create and format a CV or longer-form resume, including public speaking engagements, publications, inventions and/or other relevant information. *Note: some resumes are a hybrid length between an Executive Resume and CV.*

**Second Resume** includes revisions to Client’s resume (drafted by SC) to target a different set of roles, which may range from well-thought changes to the summary, most recent role and select other entries to an entire overhaul of the form and substance of the resume.

**Complete Junior Resume** includes a shorter resume interview session (60 minutes) but is otherwise equivalent to the Complete Executive Resume above, geared toward candidates with three years or less professional experience. *(not currently offered to new clients)*

**Complete LinkedIn** includes review and redrafting of Client’s entire LinkedIn profile (all relevant fields), delivery of a Word document with suggested changes and revisions as needed for Client to complete profile. *(extensive LinkedIn training available separately upon request)*

**LinkedIn Summary** includes review of Client’s LinkedIn profile, top 5-10 suggestions for improvement, three or more suggested changes to headline (if applicable), discussion of various “philosophies” about approach to profile/bio, guidance on tone and approach and draft and revisions as needed to LinkedIn summary section. *(offered upon request)*

**Executive Bio** may be similar to Client's LinkedIn profile or written in a different style, at Client's option, and is a 300-400 word document capturing Client’s value proposition.

**Targeted Cover Letter** includes 15-20 minute discussion with Client (or equivalent email correspondence, if Client is time-pressed) regarding intended target and goals for the letter and drafting and revisions as needed.

### RESUME WRITING TIMELINE (IF APPLICABLE)

Action Item	Timeline
<i>Resume Interview Session</i>	To be scheduled on a mutually agreeable date (generally within 10 business days of contract execution and payment in advance)
<i>First Draft of Resume to be Delivered to Client</i>	Within 7-10 business days of the Resume Interview Session
<i>Client Comments to Draft</i>	Client to return comments by email within <b>10 business days</b> of receipt of First Draft
<i>Resume Follow Up Call (if desired by Client)</i>	If Client wishes a follow-up call to discuss Resume Draft, call to be <u>scheduled</u> within <b>10 business days</b> of receipt of First Draft
<i>Revised Resume Draft to be Delivered to Client</i>	Within 4-7 business days of receipt of Client comments or follow-up call, whichever is later
<i>Client Final Comments to Resume Draft</i>	Client to return comments within <b>10 business days</b> of receipt of Revised Draft
<i>Final Draft of Resume to be Delivered to Client</i>	Within 4-7 business days of receipt of Client comments

### TIMING OF OTHER WRITING PROJECTS

If a **cover letter, LinkedIn profile or other “add-on project”** is requested at the time of any resume engagement, SC will deliver the initial draft within 4-7 business days of receipt of Client approval of the resume or, in the case of multiple requests, 3-5 business days from the prior document delivery (i.e., documents are produced on a rolling basis). Clients have a period of up to 10 business days to return comments on any document once delivered or revised.

Note that **LinkedIn profiles** are drafted in three parts: (1) summary, (2) experience section and (3) all other sections. The experience section will be delivered within 3-5 business days of receipt of Client approval of the LinkedIn summary.

Any additional writing projects that are requested after an engagement has started will be queued in the order received from clients (with consideration for any expediting requests) and, if no specific turnaround time is quoted, will be delivered within 4-7 business days of the request.