



## SEGAL COACHING LLC

### *Executive Coaching and Writing for C-Suite and Board Members, General Counsel, Senior Attorneys and Other Leaders / Innovators*

#### **Resumes and Personal Branding**

#### **WRITING SUITES**

**\$3,500 to \$20,000+**

<p><b><i>ESSENTIALS Suite</i></b> Executive or Board Resume + LinkedIn Profile</p> <p><i>Includes two-hour intensive intake session to review your full professional history and create a personal branding narrative for your resume and LinkedIn profile that articulates your highest person value proposition and aligns with your intended interview and networking conversations.</i></p> <p><i>Rehaul of current narrative, drafting and any desired revisions to create final resume and complete entries for LinkedIn. As part of this process, we will discuss and articulate your:</i></p> <ul style="list-style-type: none"><li>- <i>career vision and alignment with current and intended trajectories,</i></li><li>- <i>evolving professional priorities, and</i></li><li>- <i>strengths, weaknesses, challenges and opportunities.</i></li></ul>	<p><b>\$3,500</b></p>
<p><b><i>EXECUTIVE SILVER Suite</i></b> Executive Resume + LinkedIn Profile + three coaching hours</p> <p><i>Essentials Suite plus three coaching hours, centered around career vision and trajectory planning, executive presence, leadership development, professional networking and relationship management, interview preparation, job search optimization and/or other areas (time permitting).</i></p>	<p><b>\$4,550</b></p>
<p><b><i>EXECUTIVE GOLD Suite</i></b> Resume + LinkedIn Profile + six coaching hours</p> <p><i>Essentials Suite plus six coaching hours.</i></p>	<p><b>\$5,500</b></p>
<p><b><i>BOARD SILVER Suite</i></b> Board Resume + LinkedIn Profile + Board Bio</p> <p><i>Essentials Suite plus concise professional bio for board of directors' roles.</i></p>	<p><b>\$4,550</b></p>

The current version of this Schedule is available at [AnneMarieSegal.com/engagements](http://AnneMarieSegal.com/engagements).

Rates are effective until March 2021 unless extended under a current engagement.

<p><b>BOARD GOLD Suite</b></p> <p>Board Resume + Executive Resume + LinkedIn Profile + Board Bio <i>Essentials Suite plus alternate structure of resume and professional bio.</i></p> <p>- OR -</p> <p>Board Resume + LinkedIn Profile + Board Bio + three coaching hours <i>Essentials Suite plus professional bio and three coaching hours around board search strategy, career coaching and/or leadership development.</i></p>	\$5,500
<p><b>EXECUTIVE PLATINUM Suite</b></p> <p>Resume + LinkedIn Profile + nine coaching hours</p>	\$6,450
<p><b>BOARD PLATINUM Suite</b></p> <p>Executive Resume + Board Resume + LinkedIn Profile + Board Bio + three coaching hours</p> <p>- OR -</p> <p>Board Resume + LinkedIn Profile + Board Bio + six coaching hours</p>	\$6,450
<p><b>PLATINUM PLUS</b></p> <p>Bespoke professional writing and coaching services</p>	\$7,350 to \$20,000+

**Coaching Plans**

**Coaching Plans** provide structure, accountability and a safe space to increase ownership of your career, vet professional and life decisions, design evolving next steps, overcome challenges and cultivate greater calm. Up to 50% of the plan's hours can be converted into high-impact business communications and/or career documents.

**COACHING PLANS**

**\$10,600 to \$20,000+**

<p style="text-align: center;"><b>SEMI-ANNUAL Plans</b></p> <p style="text-align: center;">\$5,300 per quarter</p> <p style="text-align: center;"><i>Each quarter includes fourteen coaching hours per quarter (or equivalent of eight coaching hours plus two Modules).</i></p>	\$10,600
<p style="text-align: center;">\$7,000 per quarter</p> <p style="text-align: center;"><i>Each quarter includes twenty coaching hours per quarter (or equivalent of fourteen coaching hours plus two Modules).</i></p>	\$14,000
<p style="text-align: center;"><b>PLATINUM PLUS Plan</b></p> <p style="text-align: center;">Bespoke coaching plan designed around your needs</p>	\$20,000+

*Each quarterly payment is due five (5) business days prior to the start of the coming quarter. Plan cycles commence on the 1<sup>st</sup> and 15<sup>th</sup> of each month.*

**COACHING & WRITING – DESIGN YOUR OWN SUITE****\$3,500 to \$20,000+**

<b><i>ESSENTIALS Suite</i></b> Three Modules (nine coaching hours or equivalent)	\$3,500
<b><i>SILVER Suite</i></b> Four Modules (twelve coaching hours or equivalent)	\$4,550
<b><i>GOLD Suite</i></b> Five Modules (fifteen coaching hours or equivalent)	\$5,500
<b><i>PLATINUM Suite</i></b> Six Modules (eighteen coaching hours or equivalent)	\$6,450
<b><i>PLATINUM PLUS</i></b> Bespoke coaching package designed around your needs	\$7,350 to \$20,000+

**ANNE MARIE SEGAL****Executive Coach and Writer**

JD, CCMC, CPRW and NCOPE

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## Modules

Modules available include the following:

### Coaching

(A) Three hours of **executive and/or career coaching** on one or more of:

**Executive Presence and/or Interview Prep:** Formulate interview talking points and concise, targeted responses to tough questions and/or outline of leadership and organizational vision

**Professional Networking:** Expand and leverage your network while maximizing your return on time and resources invested

**Job Search Optimization and/or LinkedIn Training:** Optimizing your job search in the modern economy and/or leverage the LinkedIn platform for career development

**Career Guidance:** reframe your mindset to release any negativity or limiting beliefs, identify and address your specific professional goals, accelerate your trajectory and create a roadmap and timeline of actionable steps

**Leadership Coaching:** Develop your leadership presence and style, address the confidence factor, team building and/or ways to access greater authentic leadership

### Writing

Each option includes a 30-minute session to review/discuss and drafting to completion:

(B) Three hours of **business writing or editing** as agreed

(C) **LinkedIn Profile:** Drafting of headline, summary and all other profile sections plus reference tools on artificial intelligence, online networking, privacy and other topics

(D) **Bio:** Each of paragraph-length, one-page and extended Board or Executive Bio

(E) **Addendum:** optimized accomplishments, public speaking, publications and/or honors

(F) **Alternate or Updated Resume:** Resume revisions for significantly different target than version created as part of Resume Suite (e.g., executive versus Board candidacy)\* or bring resume current to reflect significant career evolution\*\*

(G) **Three Optimized Resumes:** Three optimized versions of single resume for same career trajectory\* (e.g., three additional, distinct versions of primary executive resume that are revised to track target needs and keywords in specific job descriptions)

(H) **One-Page Resume:** Short-form networking resume\*

(I) Personalized **cover letter** and **two alternate versions** geared toward specific targets

\* Based on a resume prepared by Segal Coaching LLC in the prior three months

\*\* Based on a resume prepared by Segal Coaching LLC in the prior 12 months

## ***Additional Information***

### ***Coaching Hours:***

You have up to two consecutive months to complete any set of three coaching hours, and we can hold multiple sessions of 30, 60 or 90 minutes or one three-hour session at your option.

### ***Document Delivery Times:***

The initial draft of your first deliverable – often the resume or LinkedIn profile – will be delivered in Microsoft Word format via email within **seven (7) to ten (10) business days** from your intake session for such document.

Turnaround time of any additional drafts and documents is **three (3) to seven (7) business days** from receipt of your comments or final approval of the prior document, respectively, on a rolling basis unless otherwise agreed. To facilitate these deadlines, you are expected to provide comments and approve documents on a timely basis, as further detailed in your Executive Coaching and Resume Writing Agreement.

Expediting fees may apply for quicker turnaround times (**\$500** or more, depending on timing and individual circumstances).

### ***Upgrades following commencement of any Suite or Plan:***

If an upgrade is requested following the start of this engagement, there is a *de minimis* **upgrade fee of \$150** per upgrade (e.g., \$2,000 cost difference between Essentials to Gold Suite, total cost of upgrade is \$2,150), as long as such election is made within three months of the end of the engagement.

For any projects requested more than three months after the end of an engagement may require a new Suite or Plan election with an additional intensive session to refocus our efforts. Returning clients may contact Segal Coaching LLC to discuss any specific request.

## ***Presentation and On-Site Rates***

Anne Marie Segal is also available for speaking and other on-site engagements at the following rates, *plus travel time and expenses, as applicable*:

**Day Rate (up to 8 hours):** \$6,000

**Half-Day Rate (up to 4 hours):** \$3,500

Her speaker biography is available at [AnneMarieSegal.com/speaking](http://AnneMarieSegal.com/speaking).