



SEGAL COACHING

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SERVICES AND FEE SCHEDULE

In addition to the below, a single hour of coaching or writing is available at \$275/hour.

Each package has various options available (A, B, C, etc.), which can be interchanged or revised (for services of equivalent value) by mutual agreement during the coaching engagement. Each option allows for a coaching or writing engagement – or both, if preferred.

Note that “Resume” refers to the standard, generally 2-page format, while CVs are more suitable for candidates with extensive publications or public speaking, including those in academia.

Starter Package

\$1,075

A. 4 hours of career, leadership or business coaching and/or writing within 2 months

C. Junior Resume (for candidates with 3 or less years' experience) and 1 coaching hour

B. Complete Executive Resume (see “Services” at segalcoaching.com for details)

Essentials Package

\$1,575

A. 6 hours of coaching and/or writing within 4 months

C. Complete Executive Resume and 2 coaching hours

B. Complete Executive Resume and LinkedIn or Complete CV

Essentials Plus: Add 2 hours for total of \$2,050

➤ Silver Suite - most popular package

\$2,275

A. 10 hours of coaching and/or writing within 6 months

C. Complete CV, cover letter and 2.5 coaching hours

B. Complete Executive Resume, LinkedIn, cover letter and 2 coaching hours

D. Complete CV, LinkedIn and cover letter

Silver Plus: Add 2 hours for total of \$2,725

Gold Suite – ideal for career exploration/transition (compare to Essentials Package)

\$3,075

A. 14 hours of coaching and/or writing within 8 months

B. Complete Executive Resume, LinkedIn, 2 cover letters and 6 coaching hours

C. 2 Complete Executive Resumes, LinkedIn, 2 cover letters and 5 coaching hours

D. Complete CV and Resume, LinkedIn, 2 cover letters and 3 coaching hours

Gold Plus: Add 2 hours for total of \$3,475

Platinum Suite (compare to Silver Suite)

\$4,575

A. 23 hours of coaching and/or writing within 12 months (e.g., 2x per month for year with ½ month break)

B. 10 hours coaching, Complete Executive Resume, LinkedIn and 6 cover letters

C. 6 hours coaching, Complete Executive Resume, 1-2 Alternate Resumes, LinkedIn and 6 cover letters

D. 6 hours coaching, Complete CV, LinkedIn and 6 cover letter

Platinum Plus: Add 2 hours for total of \$4,950

Evergreen Suite – Weekly Coaching or Extensive Coaching/Writing for 12 months

\$8,775

Any of options A, B, C or D of the Platinum Suite, plus either of:

1. 25 additional coaching and/or writing hours allocated as agreed (for total of 48 hours annually, if this option is selected), or
2. for concierge-style writing assistance, the following support over 12 months:
 - up to 10 Resume updates
 - up to 5 LinkedIn revisions
 - up to 10 Cover Letter variations
 - up to 40 professional email edits (250 words or less per email), and
 - ongoing email correspondence and support for any questions that arise

Where agreed in advance, packages may be shared across firms or related clients. Any package above may be upgraded within three (3) months of project commencement. Expediting fees may apply (\$200-600+) for tight deadlines. Fees below may be amended or revised from time to time after the initial three-month period unless otherwise agreed in writing by Client and Segal Coaching.

 Details on Services Listed Above

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

Topics may include:

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

at Client's election, and may be redirected over the course of the engagement.

Coaching times assume 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 includes professional or business writing as agreed with Client and may include drafting or revisions of Client email correspondence upon request. Deadlines must be clearly communicated and agreed in advance.

Complete Executive Resume includes resume interview session (75-90 minutes) with "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 (30-60 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 or Comprehensive Resume includes all of above with additional Client contact and drafting/revision time as needed to create and format longer-form CV or resume, including public speaking engagements, publications and/or other relevant information. *Note: some resumes are a hybrid length between an Executive Resume and CV.*

Complete Junior Resume includes resume interview session (60 minutes) with discussion of career goals, employment targets, marketing strategy for resume, professional history, accomplishments, and how to address any experience, skill or leadership gaps (in resume and interview context) for candidates with three (3) or less years of work experience, complete drafting of resume, all related research deemed necessary, email correspondence, follow-up session (30 minutes) and up to three revisions (if needed). Client is requested to provide 3-5 target job descriptions (if applicable) with relevant keywords, to be further discussed in the introductory session.

Revised or Alternate Resume includes either (1) revisions to incorporate professional updates, such as a new role, (2) adaptations to market Client's base resume to a specific target role or (3) changes to Client's base resume to target a different set of roles.

LinkedIn Basic 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.

Professional Bio may be similar to Client's LinkedIn profile or written in a different style, at Client's option.

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. (Note: extensive LinkedIn training is available separately upon request.)

Cover Letter includes 15-20 minute discussion with Client (or equivalent email correspondence, if Client is time-pressed) regarding goals for letter, drafting and revisions as needed of either one base cover letter (that can be adapted to individual roles by Client) or a role-specific cover letter, at Client's option.

RESUME WRITING TIMELINE (IF APPLICABLE)

Action	Timeline
Execution of Contract	Engagement Commences
Resume Interview Session	To be scheduled on an available date within 10 business days of Execution
First Draft of Resume to be Delivered to Client	Within 4-7 business days of the Resume Interview Session
Client Comments to Draft	Client to return comments within 10 business days of receipt of the First Draft
Resume Follow Up Call (if desired by Client)	Client to schedule on a date within 10 business days of receipt of First Resume Draft
Revised Resume Draft to be Delivered to Client	Within 3-5 business days of receipt of Client comments or follow-up call, whichever is later
Client Final Comments to Resume Draft	Within 5 business days of receipt of Revised Resume Draft
Final Draft of Resume to be Delivered to Client	Within 3-5 business days of receipt of Client comments

If a Client requires an expedited drafting process, this should be communicated to SC prior to execution of this Agreement and may require additional fees.

If a **cover letter** is requested with any resume engagement, SC will deliver the initial draft of the cover letter within 2-5 business days of receipt of Client comments to the resume. If a cover letter or LinkedIn profile is requested separately, the SC will deliver the initial draft within 4-7 business days of such request or (if a resume draft is included in Client's package) of the final resume draft, or as otherwise agreed.

CLIENTS PLEASE NOTE: In order to provide continuity in the drafting process and fairness to all clients, resume, cover letter and LinkedIn drafting will be deemed complete 60 days following the Initial Session (unless otherwise agreed between SC and Client). If a Client would like to request further revisions or discussions following this period, a new engagement for services must be initiated with an additional fee. This does not include any circumstances in which Client has been responsive on a timely basis, as set forth above, to move documents to completion but the process nonetheless takes longer than 60 days..