



Cook Coaching & Consulting

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Menu of Services

Fees are bracketed by career level and anticipated time and effort. Years of experience, job history, and seniority are taken into account, as well as the availability of source materials (old resumes, target job listings, etc.) Services are available a la carte, or via bundles. Bundles reflect discounts for ordering multiple services. During your intake meeting, we will discuss which category your project belongs in, and you will leave with a clear idea of your investment. Category descriptions are below, as well as typical salary ranges. Salaries are for comparison only, as cost of living varies widely across geographic regions and countries. Salary ranges and prices are in U.S. dollars.

Package Categories:

- **Entry Level/New Professional:** Graduating from school or generally less than five years' professional experience. May include low-level supervision roles (student workers, office personnel, labor, retail, and manufacturing assembly line roles.) **Pay ranges generally below \$30,000/year.** If job is highly technical, see the next category.
- **Experienced Professional/Mid-career/Technical:** Generally, this category includes persons with 5-15 years' professional experience, and functional responsibilities may include mid-level supervision (FTE professionals, major projects, technical specialties/expertise, cross-functional/interdepartmental project teams, and committee.) Other examples might include sales territory leadership, major accounts, software development, web development, implementations, product development, stakeholder management. Health professions, adjunct faculty, teachers, retail managers/assistant managers. Most resumes fall into this category. **Pay ranges generally between \$30,000 – \$60,000/year.** If the role involved significant supervision of personnel or projects, see next category.
- **Director/Senior Manager/Technical Expert:** Generally, this category includes persons with 10+ years' experience, plus a senior leadership role within the department or company. Leads teams, supervises staff, manages projects, assists with strategic planning, performance management, financial oversight, human resources, capital planning, major clients, company-wide initiatives. Roles may include titles such as Assistant Director, Associate Director, Director, Store Manager (for larger store/box store/grocery store/department store), Regional Manager, Senior Project Manager, Lead Analyst, Researcher, Technologist, Systems Administrator, Associate Partner, Partner. Most tenure-track faculty, low-level executives, lawyers, senior researchers, senior analysts, system administrators, executive directors or top-level administrators in small to medium non-profit organizations, startups, small companies, also fall into this category. **Salaries generally between \$50,000 – \$80,000/year.**
- **Senior Executive/Senior Faculty/C-Suite:** Generally, this category includes top leaders in corporate, educational, government, or large non-profit organizations. Leads strategic efforts of a company or large division thereof; responsible for multiple subdivisions, major regions or departments, company-wide infrastructures, policies, or procedures. May lead brands or product groups. In academic settings, may hold a senior leadership role in an academic department, academic affairs, student affairs, athletics, or business services. Titles may include Dean, Associate Dean, Assistant Dean, Department Head, Provost, Treasurer, Registrar, Lead Professor, Titled/Funded Professor roles, Heads of Institutes, Think Tanks, President, Vice President, Associate Vice President, Assistant Vice President, Director of Human Resources. **Pay ranges above \$80,000/year. (See chart on page 4 for pricing illustrations.)**

Basic Services

- **Intake Meeting** **\$50**
 - During this 60-minute meeting, we review existing materials (old resumes, cover letters, LinkedIn profiles) and talk about target jobs, obstacles to work around, and what services a client may need. Based on the review, I will place your project into one of the categories so that you can get a realistic idea of your investment in time, energy and money. We also try to gauge your readiness and whether I am a good match for your needs. If you decide not to move forward, there is no further obligation.

- **Extra Time (For each additional 30-minute interval)** **\$25**
 - If your intake or coaching meeting exceeds the allotted time, I charge for extra time, in 30-minute increments, rounded up to the nearest half hour. The invoice is sent after the meeting.

- **Coaching (Life or Career)**
 - Coaching sessions are 50-60 minutes, and most clients choose to meet every two weeks. We will customize the topics of each meeting to your needs and set a frequency that allows you to set and achieve goals in-between.
 - **Single Session** **\$99**
 - **Three Session Bundle** **\$275**
 - **Four Session Bundle** **\$375**
 - **Six Session Bundle** **\$550**

- **Cover Letter**
 - **Cover Letter outline and basic review of Cover Letter you write (with resume purchase)** **FREE**
 - **Custom cover letter, written toward your target position.** **\$75**
 - **Additional cover letters, written toward different title/role/position (each).** **\$50**

- **Resume Only**
 - **Entry Level/New Professional:** **\$275**
 - **Experienced Professional/Mid-career/Technical** **\$375**
 - **Director/Senior Manager/Technical Expert** **\$450**
 - **Senior Executive/Senior Faculty/C-Suite** **\$599+***

**Fee starts at \$599 and goes up to \$999, depending on complexity, availability of appropriate background materials, and target salary. We will agree upon fees during the intake meeting. See page 4 for pricing illustrations.*

- **LinkedIn Profile Map** **\$149**
 - Based upon your resume, after completion of the resume project. Includes summary, skills list, job history, additional sections (projects, awards, publications, certifications) as well as advice on how to customize your profile, expand your network, and build your professional image using LinkedIn.

- **LinkedIn Map + 1-on-1 LinkedIn Coaching Session** **\$199**
 - Includes LinkedIn Map plus 1-on-1 web meeting where I go through all aspects of LinkedIn with you, talk about how to get the most out of using it, and answer your questions. This is a great option for older workers who are not "digital natives" and haven't figured out how to make using LinkedIn worth their time.

- **LinkedIn Company Page** **CALL**
 - I work with you to develop a LinkedIn presence for your business or organization and give you a roadmap for helping your employees, sales force, recruiters, members, or supporters to help you gain more followers and increase your profile on LinkedIn. Customized to your needs. In addition to company pages, individual pages for key staff members can be included to help your company maintain a consistent presence across social media. All packages are customized to your needs and pricing varies, based on the scale of the project, and number of pages/profiles created.

- **College/Graduate School Essay Development or Professional Biography** **\$325**
 - I work with you to develop a compelling story and format for your essay or bio, based on your experiences, skills, motivation for further education, and/or your professional areas of expertise. For many clients, this will mean that we use the intake session as a back-and-forth interview about the above, and if you have a rough draft or outline, we flesh out the document, to make sure it's both clear and compelling. A couple of rounds of edits and a follow-up meeting are included, if necessary.

- **Practice Interview** **\$299**
 - I develop a custom interview for you for one target position. Usually, the custom question set includes typical interview questions (not role specific), questions about your resume/background, questions related to your particular qualifications for the chose target job, questions about company and industry knowledge, and wrap-up questions. A mix of informational questions, behavioral questions, and what I call stumpers (hard to answer questions, illegal questions, confusing questions) may be thrown in to help you decide how to respond when and if these types come up.
 - The interview will be divided into two parts:
 - A 45-minute interview, with customized questions, developed based on the skills you want to practice and drawing on your resume and target job.
 - A 45-minute debriefing session, where we break down what went well, what didn't and what we can do about it. We also typically spend some time talking about how you may have answered behavioral questions, so you can be sure you are choosing good situational examples, and explaining them in ways that are clear, concise, and compelling.
 - The interview can be held via phone, in person or via web-meeting.
 - If meeting via phone, it will happen via a dial-in teleconference line and will be recorded. You will be sent a link and password for listening and downloading. No additional fee.
 - If meeting in person, we can record audio via my laptop. There may be a slight delay in getting you the audio to listen to, because editing, compression, and uploading to the cloud take a bit more time than the phone-only method. **There is an additional \$50 fee for this service.**
 - If meeting via web meeting, I will record using ScreenFlow software. There will be a delay in getting the video to you because editing, compression, and uploading are time and resource intensive. **There is an additional \$75 fee for this service.**
 - After the practice interview, I will listen/watch the recording a couple of times and will send you notes based on our debrief session as well as anything I notice during the review. I will include basics tips as well as ideas for how to re-map your answers and work on your pace and delivery.

Bundles

Resume & Cover Letter

- Includes the Resume & Cover Letter Only
 - **Entry Level/New Professional** **\$325**
 - **Experienced Professional/Mid-career/Technical** **\$425**
 - **Director/Senior Manager/Technical Expert** **\$500**
 - **Senior Executive/Senior Faculty/C-Suite** **\$650+**

Big 3

- Includes the three most requested services: Resume, cover letter, LinkedIn Map.
 - **Entry Level/New Professional** **\$450**
 - **Experienced Professional/Mid-career/Technical** **\$550**
 - **Director/Senior Manager/Technical Expert** **\$625**
 - **Senior Executive/Senior Faculty/C-Suite** **\$775+**

The Works – Option A (LinkedIn Map)

- Includes the four most requested services: Resume, cover letter, LinkedIn Map and Practice Interview.
 - **Entry Level/New Professional** **\$700**
 - **Experienced Professional/Mid-career/Technical** **\$800**
 - **Director/Senior Manager/Technical Expert** **\$900**
 - **Senior Executive/Senior Faculty/C-Suite** **\$1000**

The Works – Option B (LinkedIn Map + LinkedIn Coaching)

- Includes the Resume, cover letter, LinkedIn Map & Coaching, and Practice Interview.
 - **Entry Level/New Professional** **\$750**
 - **Experienced Professional/Mid-career/Technical** **\$850**
 - **Director/Senior Manager/Technical Expert** **\$950**
 - **Senior Executive/Senior Faculty/C-Suite** **\$1050**

Everything

- Add 4-session coaching bundle (\$375 value) to any works Package. Get a \$25 discount. **+\$350**
 - **Option A:** \$1050 – \$1150 – \$1250 – \$1350+
 - **Option B:** \$1100– \$1200 – \$1300 – \$1400+

Valuing Your Investment

A professionally written resume is optimized to help you attract the attention of recruiters and hiring managers, and to rank higher in automated Applicant Tracking Systems.

Some things to keep in mind when deciding whether to hire a resume writer:

- 68% of job seekers with professionally written resumes secure a job within 90 days.*
- The average job seeker loses \$951 for each work week they spend unemployed. (\$190/day)**
- To gauge the value of an investment, consider how much you would be making each day, and weigh the value you would place on finding a new job a day, or a week, or a month, earlier than you might without professional resume assistance.

Career Level	Annual Salary	Resume Cost	% of Salary Invested	Hourly Rate	Weekly Earnings	Daily Earnings	Equivalent Days Invested
Entry Level/Early Career	\$20,000	\$275	1.4%	\$10	\$400	\$80	3.4 days
Entry Level/Early Career	\$30,000	\$275	0.9%	\$15	\$600	\$120	2.3 days
Experienced	\$40,000	\$375	0.9%	\$20	\$800	\$160	2.3 days
Experienced	\$50,000	\$375	0.8%	\$25	\$1,000	\$200	1.9 days
Sr. Mgr./Tech. Expert	\$60,000	\$450	0.8%	\$30	\$1,200	\$240	1.8 days
Sr. Mgr./Tech. Expert	\$70,000	\$450	0.6%	\$35	\$1,400	\$280	1.7 days
Executive/Faculty/C-Suite	\$80,000	\$599	0.7%	\$40	\$1,600	\$320	1.9 days
Executive/Faculty/C-Suite	\$90,000	\$599	0.7%	\$45	\$1,800	\$360	1.7 days
Executive/Faculty/C-Suite	\$100,000	\$699	0.7%	\$50	\$2,000	\$400	1.7 days
Executive/Faculty/C-Suite	\$110,000	\$799	0.7%	\$55	\$2,200	\$440	1.8 days
Executive/Faculty/C-Suite	\$120,000	\$899	0.7%	\$60	\$2,400	\$480	1.9 days
Executive/Faculty/C-Suite	\$130,000	\$999	0.8%	\$65	\$2,600	\$520	1.9 days

Assumptions: 50 work week/year, 40 hours/week = 2000 hours/year, 8-hour workdays, 5-day work weeks.

*Source: Talent, Inc. **Source: Thumbtack.Com

Payment

Payment for intake meetings is due prior to appointment confirmation. Payment for coaching sessions can be billed per session, but pricing for coaching bundles or document bundles only applies when package is paid in full in advance. Unused coaching sessions will result in a client credit for further services or a refund, after consultation between client and Cook Coaching & Consulting LLC. Payment in full is due for all custom documents prior to commencement of work. Each document is written toward custom specifications, is a work-for-hire, and cannot be unwritten. Financing and split billing are not available. Cook Coaching and Consulting accepts Visa, Mastercard, Discover, American Express, PayPal, and Cash. Note to clients wishing to pay via check or money order: services will not be delivered until bank confirms deposit of your funds. Direct all billing inquiries to sean@seancook.net.