

# EXECUTIVE *Career Advantage*

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## KNOW BEFORE YOU PURCHASE

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Recognizing that this endeavor is a significant investment in your career, it's important for you to understand that the customized nature of my services prevents me from providing refunds. As such, I want you to be 100% confident in my qualifications, expertise, and ability to develop dynamic marketing documents that will get you interviews.

My website is intentionally simple. Take a few minutes to review each page thoroughly.

Study the before-and-after snapshots of my résumé samples. They should give you a sense of my strategic approach to document development, client branding, and writing style. And while it's likely that your résumé will look and read differently, I believe these samples illustrate my capacity for conveying key branding messages, highlighting what sets you apart from other candidates, and showcasing the value you offer a prospective employer in the targeted role.

These samples also demonstrate instances where I've employed the Challenge-Action-Result (CAR) method and a storytelling style for building value-added context to give more heft to the experience sections.

And while I can't offer you a refund, I do back my work with an unconditional guarantee: Your new résumé will get you interviews within 30 days, or I will rewrite it at no charge. That means we'll go back to the drawing board and figure out what needs to be tweaked in order to get your phone ringing and fill your inbox with interview requests. If that means an entirely new strategy and presentation, that's what I'll do.

I also think it's important that you know it is my practice to record client interviews. I do this, because it's incredibly difficult for me to engage you in the conversation, while I'm trying to capture the salient points. These audio files are completely confidential and are permanently deleted from my records once your project is finalized and you've secured a new position.

I believe that takes care of the major points. If you have any questions, concerns, or reservations, let's talk through them. Shoot me an [email](#) or call me at (919) 561-2317.

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