

KATHERINE GARRETT

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<Date>

<First Name> <Last Name>, <Title>

<Company Name>

<Address>

<City, State Zip>

Dear <Name>:

I am an entrepreneurial leader who will not accept the status quo, nor will I accept the view that "it can't be done." I see opportunity where others see a void, solutions rather than problems, and, no matter how hard it gets, I persevere, learning and adapting quickly from lessons-learned along the way. I am genuinely excited by and passionate about opportunities to guide businesses to the next level of success, infusing the teams I lead with energy and focus, and helping them to navigate strategic challenges in order to chart new paths to growth.

If the above sounds like the type of leader you are seeking to fill the <PositionTitle> role at <Company Name> which I saw advertised at <website name>, please accept my enclosed résumé. I am certain that you will find I meet or exceed all your requirements:

- ▶ **Strong educational credentials:** MBA from Harvard University and BA degree from MIT
- ▶ **Executive track record:** 15+ years of progressive leadership experience managing up to \$120M P&Ls and 480-person teams
- ▶ **Globally savvy:** Emerging market expertise and a global mindset from working in NA, European, African, and Asian markets
- ▶ **Entrepreneurial DNA:** Courage to succeed in unstructured situations, creating strategy and systems from the ground up
- ▶ **Inspiring leader:** Demonstrated ability to lead teams to overcome significant challenges in order to achieve big goals
- ▶ **Business builder:** Leveraged deep commercial expertise to drive substantial top-line growth in each role
- ▶ **Change catalyst:** Successfully grown mature businesses, turned around underperformers, and strengthened all

Throughout my career, my leadership has been tapped multiple times for a number of strategic initiatives. Most recently this has included:

- Building and leading the first standalone, internal Acme startup in 30 years which I grew into a thriving, global enterprise
- Spearheading turnaround and global growth of a business division that had been "left for dead"
- Transforming disparate, tired product offerings into a single, integrated offering that reinvigorated revenue growth

If results like these could be beneficial to <Company Name>, let's talk. I look forward to hearing from you to schedule an interview or to answer any questions that you may have.

Respectfully,

Katherine Garrett

Enc: Résumé

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

Please visit my website at www.100kcareermarketing.com and then book your introductory consultation with me at <https://vip-intro-consultation.youcanbook.me/>