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*"Many men go fishing all of their lives
without knowing that it is not fish they
are after." -- Henry David Thoreau*

Dear <Name>:

Others often assume that my passion for fly fishing comes from the almost Zen-like quality of the sport. And it is true that the graceful back-and-forth casting in the air requires me to slow down, causing a serenity of mind that is in many ways the polar opposite of the chaos and crisis situations that I deal with as a specialist in corporate restructuring and turnaround. In that sense, a comparison of business to fly fishing seems almost blasphemous.

But, consider for a moment, the challenges that I was facing the day I was appointed CEO and CRO of Sharma, Inc. amidst the chaos of a major securities fraud scandal. At the time, as you likely know, Sharma was the largest broker on the Chicago Mercantile Exchange with more than \$4 billion in 200,000 customer accounts. As I led the company through the early stages of the 4th largest Chapter 11 bankruptcy and reorganization in U.S. history, as it ranked at its filing, not only did I have to be the calming force in the storm of scandal that raged around me, I had to untangle and bring order to an immensely complex, multifaceted, and tumultuous situation.

Fly fishing requires great patience and focus, as well as extraordinary concentration on the complexity at hand which goes far beyond the fish, extending to the relationship between the sun, the flow and structure of the water, and the fly itself. All of these factors must come together in a harmonious way. These strengths that I have honed as a fly fisherman are the same strengths that are required to be successful in a corporate restructuring. In situations like Sharma and the numerous others like it that I have encountered over the years, I am especially well known for my calming presence and my ability to bring focus and direction to a complex situation. In the dynamic restructuring environments I face, I skillfully juggle and balance the competing needs of multiple stakeholders, while anticipating unforeseen risks and opportunities, managing liquidity, and communicating with key constituents. As with fly fishing, everything must come together harmoniously.

Now, after nearly 25 years serving in senior management roles within numerous public and private corporations, and helping build Guthrie International, LLC into a 1000+ employee, global consulting firm, co-leading and leading both the North American and European restructuring practices, Guthrie has been sold. While I remain on as a senior advisor to the new CEO, I am eager for additional professional challenges. As Patrick F. MacManus is credited for saying, "The two best times to fish is when it's rainin' and when it ain't." I chuckle as I write it, but I'm quite sure my fly fishing passion will take care of itself! As for my other passion, I am looking forward to contributing as a senior advisor or director in companies undergoing operational or financial transition, particularly those with an international component. I'm also interested in similar roles as a director of a non-profit organization. While I have some strong prospects, I am writing now to make you aware of this turn in my career. If you have any thoughts for me as I make this transition, I welcome your input and advice.

I look forward to catching up with you, <Name>. I'll give you a call in the coming week.

Respectfully,

Paul Farrell

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

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