

# Isaac Hynes

21 Glass Pond Road ■ Detroit, MI 40987  
555-555-5555 ■ isaachynes@yahoo.com ■ www.linkedin.com/in/isaachynes

---

<Date>

<First Name> <Last Name>

<Title>

<Company Name>

<Address>

<City State Zip>

Dear <Courtesy> <Last Name>:

My research has indicated that you may have investment interest in the materials, chemicals, or packaging industries, the industries in which I have expertise. With the sale of the company I am currently leading due to be completed shortly, the time has come for me to seek my next challenge. I have a great deal to offer a company that is seeking to drive change initiatives and grow profitably to the next level of success. I am writing to you now because I was hoping that with your industry interests, perhaps you would know of someone it would be helpful for me to speak with.

I sometimes refer to myself as having “General Electric DNA.” I cut my executive teeth at GE during the years that Jack Welch was the CEO, a time period of extraordinary change and growth for the company. Mr. Welch is credited with having said “*Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.*” I internalized that philosophy and have carried it with me since to the benefit of my more recent employers. Some additional important lessons I took with me from GE, include:

- ▶ Willingness to change is strength: always be conscious of and ready to act on better and faster ways of doing things and don't be afraid to make the hard decisions when they are required to achieve necessary changes.
- ▶ Never hesitate to execute: boldly and confidently—as it is only through execution that results are achieved. Make a commitment and then follow through on that commitment with action.
- ▶ Don't manage, lead, but remember that leadership is not about the leader: picking the right people, supporting them in performing to their highest potential, then getting out of their way while they do their job are key.

Over the past decade, using the lessons I learned, I have galvanized the turnaround and return to growth and profitability of three organizations. These businesses have ranged in size from a small, privately held industrial materials company that I prepared and led through the divestiture process (transaction anticipated to be complete within a few weeks) to two large, multibillion-dollar, globally focused business units of the multinational Fortune 500, Montero. The stories behind these turnarounds are dramatic, and since they are explained in my résumé, I will not repeat them here except to note that among other achievements I successfully broke up a 20+ year oligopoly turning losses into more than \$500 million profits, increased EBITDA 130%, raised margins on custom products 40%, and fueled net income increases year-over-year, as much as 61%.

<Courtesy> <Last Name>, to better familiarize you with my background, I have enclosed my résumé. Please feel free to pass it along if you think it would be beneficial to do so.

Thank you for your time! I will be deeply appreciative of any referrals or introductions you might make and would be more than happy to return the favor in the future, if I can ever be of assistance in any way to you. Of course, I will also welcome your call if you have any questions for me.

Sincerely,

Isaac Hynes  
Enclosure

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](http://www.100kcareermarketing.com) and then book your introductory consultation with me at <https://vip-intro-consultation.youcanbook.me/>