

CAROL A. SHERMAN

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<Date>

<First Name> <Last Name>

<Title>

<Company Name>

<Address>

<City, State Zip>

Dear <Courtesy> <Last Name>:

Over the past 15+ years I have helped multiple Fortune 500 and 1000 companies drive their continuous improvement efforts, in many cases leading sustainable changes that significantly improved key performance indicators related to business performance, effectiveness, and efficiency.

While my skills as a business process optimization and change management executive are industry transferable, the majority of my experience over the past 15+ years has been in the food and beverage manufacturing and pharmaceutical industries. I've done some research and understand that you are an investor with a particular interest in these industries.

<Courtesy> <Last Name>, I would guess that many job seekers reach out to you hoping that you know of a job opening. While that would certainly be welcome, I am not expecting this. Rather, I am hoping that with your connections in the industry, you can point me in the direction of someone it might be helpful for me to speak with.

Briefly, my expertise and value proposition lies in my ability to systematically redesign and optimize business processes, drive continuous improvement, and lead change initiatives that have repeatedly helped companies to...

- ✓ cut out inefficiencies and recapture associated cost savings
- ✓ reduce complexity and consolidate and simplify systems
- ✓ solve problems related to safety and quality
- ✓ streamline operations to maximize productivity and effectiveness
- ✓ cultivate team and communication skills to reinforce changes

The ultimate results my leadership produces are multifaceted and often include some combination of improvement in financial performance, overall business performance, customer service and satisfaction, and employee satisfaction, among others.

The time has now come to seek my next professional challenge, and this letter is marking the start of my search, which I am primarily focusing in the Denver area where I currently live.

<Courtesy> <Last Name>, I will be deeply grateful for any referrals or introductions you might have to offer. To familiarize you with my background I have enclosed my résumé. Please feel free to pass it along if you think it might be helpful to do so.

Thank you for your help! If I can ever reciprocate in any way, it will be my pleasure.

Sincerely,

Carol A. Sherman

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/>