

James Bell, CPA, MBA

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<Date>

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

<Company Name>

<Address>

<City, State Zip>

Dear <Courtesy> <Last Name>:

“James approaches finance as a business owner and [works] diligently to balance shareholder returns and operational savings while funding growth.”

These are the words of a former colleague speaking of the contributions I made as the CFO of a publicly traded, \$30 million business, and they are representative of the value I would offer as a member of your senior leadership team. It was with great interest that I read your advertisement of an opening for a <Position Title> at <Company Name> and I believe I am the perfect candidate for your consideration.

Briefly, when I joined Benn Services, coming to them with CPA and MBA credentials and extensive experience across all spectrums of corporate finance and M&A transactions, the company was struggling with very high levels of debt and spending, weak cash flow, and poor profitability, and was further saddled by a completely ineffective and undisciplined finance department. My immediate contributions in leading the transformation of that department earned me two rapid promotions, and in less than two years I was appointed CFO. The groundwork that I laid in strengthening the department ultimately transformed the finance team into a highly valued strategic business partner that helped propel and facilitate the company’s growth and improved valuation as measured by virtually every key performance metric. For example, we...

- grew revenues 40%,
- achieved record levels of EBITDA and cash flow,
- executed three acquisitions and one divestiture,
- relisted on the NASDAQ and increased share price 450%,
- saved \$500,000 by refinancing debt, and
- improved the debt-to-equity ratio more than 75%.

While the specifics of your situation and goals may be somewhat different, I am confident that these past results are reflective of the potential value and benefits I would produce for <Company Name>. In short, I am a leader who empowers companies with the analytical, strategic, transactional, and foundational leadership that propels improved financial performance and profitable business growth.

My drive is always for quality, results, and growth, and my leadership style is one of quiet influence. In other words, I am an engaged observer and leader who has an uncommonly strong ability to take in not just all the details, but see them for their big picture, thoroughly analyze all the factors, come up with resourceful strategies to break through the barriers to growth and profitability, and then provide the executive team with the facts, tools, and financial foundation on which to execute.

For your review I have enclosed my résumé, and I look forward to meeting with you in a personal interview to discuss further your goals at <Company Name> and how I might help you achieve them.

Sincerely,

James Bell
Enclosure: 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/>