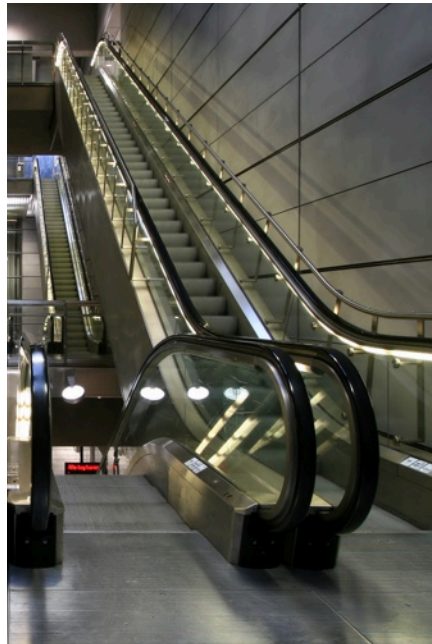




Personally-Tailored Career Services

BoldCareer (Talent Dimensions Group Inc.)



Introduction

Clients show up in our world...

- ▶ With an idea, plan or a desire to make something happen
- ▶ Looking for strategic support for a specific job opportunity
- ▶ To help them make sense of their professional experience
- ▶ To be the navigator and guide on a career transition
- ▶ To create a marketing foundation

Our work together delivers...

Whether you are seeking a promotion or that next big step in your career or ensuring that when the phone rings, you will be ready, you need to tell your story effectively. We are here to help you define your brand. And develop that story. Then, when it comes time to go to market, to help you campaign strategically and effectively. Our clients report:

- ▶ Clarity and confidence from developing a deep understanding of their track record
- ▶ The achievement of key personal and career goals
- ▶ The energy, etc. that comes from working from their strengths and unique offering
- ▶ Renewed focus from defining and articulating a powerful value proposition
- ▶ Mastery of the Conversation - from formal interviews to networking
- ▶ Higher income as a result of the above

Here are the key roles we play with our clients..

We understand that it is very likely that while you probably have heard of career coaching, or personal marketing advisors, you may not have personally experienced this kind of relationship before. Our relationship with you can include:

- ▶ Seer: We have an uncanny ability to pull the threads of your career together
- ▶ Trusted Advisor: Honest & critical feedback, high-level, insightful advice
- ▶ Champion: Unconditional support, accountability
- ▶ Marketing Strategist, Insider to Senior Hiring,
- ▶ Expert: Online Recruitment expert. Branding Agency, Career Coach, Career Transition Expert
- ▶ Trusted Outsourcer: Professional writing, research,

Called on by...

monster[®]
Your calling is calling[™]

workopolis.com 
CANADA'S BIGGEST JOB SITE

 KENNEDY INFORMATION

 | cbc.ca

BNN
BUSINESS NEWS NETWORK

globeandmail.com 

 LiveCareer[™]

HIGHER
BRACKET 

and BoldCareer articles, tools & advice have also been featured on Yahoo, MSN Careers, AOL Careers, Maxim Magazine, & many other print & web portals.



Bold Branding - An Agency for You

You are definitely NOT a sheep.

Moreover, this busy, competitive world offers (and demands) precision in how you articulate what you can do and who you are.

Time to claim who you already are. Time to brand.

Bold Branding - Resume Services for Professionals

Professional Resume Critique / Analysis

Fee: \$97

Is your resume ready for the big time? How confident are you that you have it just so? Get a strategic, unbiased 2nd opinion.

- ▶ We will provide a thorough and insightful written analysis of your resume, based on your stated target market.

Resume Scrub & Polish

Fee: \$297

For when you believe your resume content (description of your offering and experience) is in good shape, but you want to upgrade the design and polish the wording.

- ▶ Our editing will sharpen sentences and existing ideas. We will insert more powerful vocabulary, and offer an up-to-date design.

Resume | Mid-Career/Professional

Fee: \$497

A focused, professional resume and cover letter package designed to connect the dots between your experience, the value you offer and your target market. Express your professional offering in a way that sells your experience and naturally projects what your target next step will be.

- ▶ You provide us with inputs (previous versions and answers to some important and illuminating questions)
- ▶ We produce your Resume (available in Word or Pages with PDF and Text versions). We show a mid-process draft to ensure we are on the same page, and then after submission will clear up any final edits.
- ▶ Your background / level / experience may require more time. Fee to arranged prior to start.

Resume & Cover Letter | Mid-Career/Professional

Fee: \$679

A focused, professional resume and cover letter package designed to connect the dots between your experience, the value you offer and your target market. Express your professional offering in a way that sells your experience and naturally projects what your target next step will be.

- ▶ In addition to the Resume service features above:
- ▶ Cover letter designed to capture attention and demonstrate your personal value proposition relative to your target job (either a specific job that you submit to us, or a generic target job).

Bold Branding - Executive Resume Services

Resume Critique / Analysis | Senior Manager / Executive / Entrepreneur

Fee: \$129

Is your resume ready for the big time? How confident are you that you have it just so? Get a strategic, unbiased 2nd opinion.

- ▶ We will provide a thorough and insightful written analysis of your resume, based on your stated target market.

Resume | Senior Manager / Executive / Entrepreneur

Fee: \$697

Whether you are active in the market or simply want to ensure that your brand positioning and packaging is clear and up-to-date, you need a compelling statement of your unique offering. We partner with you to develop a resume designed to connect the dots between your experience, the value you offer and your target market.

- ▶ You provide us with inputs (previous versions and answers to some important and illuminating questions)
- ▶ We have a conversation to explore and sharpen the strategy and our understanding of your background
- ▶ We produce your Resume (available in Word or Pages with PDF and Text versions). We show a mid-process draft to ensure we are on the same page, and then after submission will clear up any final edits until it is just right.

Resume & Cover Letters | Senior Manager / Executive / Entrepreneur

Fee: \$979

When it comes time to put your name forward (actively or quietly), you need to write compelling messages / approach letters that articulate your value/fit relative to your targets. We partner with you to develop a professional resume and cover letter package designed to connect the dots between your experience, the value you offer and your target market. Express your unique offering in a way that sells your experience and naturally projects what your target next step will be.

- ▶ In addition to the Resume service features above:
- ▶ Three versions of a Cover letter designed to capture attention and demonstrate your personal value proposition relative to your target job (either a specific job that you submit to us, or a generic target job).

Note: 3 Letters are a) Application Letter, b) Executive Search Introduction Letter, c) Referral Letter

LinkedIn Profile & Strategy (If added to one of above Resume services)

Fee: \$200

By now, you are likely aware of how important LinkedIn is in the talent marketplace. LinkedIn has become a first stop understanding a person's profile / influence.

- ▶ A profile that corresponds to your goals, privacy profile and industry norms
- ▶ Recommendations regarding your market presence and personal linking strategy
- ▶ Action plan for maintaining and updating / Identification of opportunities

Branding - Value Proposition

All Service Packages Include:

- ▶ Matching with Expert Career Coach (Phone meeting to establish fit)
- ▶ BoldCareer Tools & Processes
- ▶ Online project management space using industry-leading **Basecamp**
- ▶ Email support between meetings

Value Proposition Package

Fee: \$1179

If it is time to get active in the job market or put your name forward for a specific opportunity, **how market ready and effective are you?** This service package is ideal for clients who have a relatively focused idea of their next professional step but who want to sharpen their strategy, marketing presentation and job market skills.

- ▶ 2 hours of expert meeting/coaching time to understand and refine your natural target market, develop a strategy and hone the message
 - ▶ A powerful resume focused on supporting your
 - ▶ Three cover letters (applications, referrals and executive recruiters)
 - ▶ A LinkedIn.com profile.
 - ➔ Background Analysis - Unique Offering Development
 - ➔ Target Value Proposition Development
 - ➔ Strategic Interview Prep / Practice
 - ➔ Target Market Identification / Sharpening
 - ➔ Networking Conversation Scripting/Practice
 - ➔ Recommendations on Campaign Activities
2. plus Resume service
3. plus Cover Letter tailored to target market

Notes: (1) Choose between paying in advance or with 3 monthly instalments, (2) If desired, additional hours beyond 6 available at \$150/hour.

FAQs

What is different about BoldCareer?

(1) Our team brings business experience and extensive transition / marketing experience with clients up to the most senior levels. (2) We thoroughly understand the talent marketplace for business / entrepreneurial / senior professional talent. (3) We focus on your unique offering, from which should flow your goals and strategy. (4) We are marketers and you are our “product.”

What if I am not local to you?

Actually, most career advising & resume writing is done remotely. BoldCareer clients come from around the world.

Do you have a guarantee? Refund?

Yes. For our career transition packages, we offer a full refund up to the completion of 2 live career advising hours. If for whatever reason, it isn't a fit, we will refund your fees. (And we are in the habit of turning away work frequently.) And if we don't feel it is a fit, we won't work together. Additionally, if during a project together, your circumstances change, you can choose to postpone or withdraw from the engagement.

How long does the service take to complete?

Of course, it depends on the service, and our availability. The biggest variables typically are your urgency, and how much time and attention you have to invest in the process. Getting to the campaigning stage can be between 2-6 weeks, length depending to a great extent on your time to put into the process, your clarity and our mutual scheduling. Some clients land jobs in the first month. But the average is about 3 months.

So, will BoldCareer find a job for me?

The execution of your job search / career change must ultimately be in your own hands. Think of a personal fitness trainer or a soccer coach: They don't do the physical work of training for you. They guide and support and teach. They show you how to get the best results.

Who will I work with?

We have an amazing team, with deep experience working with business talent across North America and internationally. BoldCareer is founded and led by Ian Christie, with a small team of highly experienced associates with backgrounds that include varied business experience, executive search and career service delivery.

I am in a highly confidential situation.

We absolutely understand and no problem. Our training and background includes working with Boards, CEOs, and hiring executives on highly sensitive situations. Your confidentiality is paramount.

What is the company name?

We do business as BoldCareer, formally incorporated in 2002 as Talent Dimensions Group Inc.

Which service should I sign-up for?

We will talk with you and establish what will be the best fit for your goals and situation and budget.

I am ready to sign-up. What's next?

Wonderful. Let us know via email (clientsupport@boldcareer.com). We will establish with you if we also think it is a fit to work together. And then we will provide you with payment instructions and get started.