



ISSUE 31 MANAGE YOUR CAREER

## My List of Services

In the first story in this issue you will learn that I have 20 products and services. I thought I'd share them here! They are:

- New Leaf Basic Package
- 2nd Version of Resume
- Additional Cover Letters
- Prospecting Letter
- Networking Letter
- Thank You Letter
- Resume Letter (hybrid)
- Key Project Profile
- LinkedIn Profile
- Short Bio
- Executive Biography
- Editing Services
- Interview Coaching
- Resume Coaching
- Ebook: Interview Coaching
- Ebook: Cover Letters
- Editing thesis
- Editing reports
- Editing business correspondence
- Writing web copy
- Writing press release
- Writing business correspondence

## Reminder

## Remarkably Simple Steps to Success

Sometimes the cost is only in time and effort, not in expenditures and leading edge technologies.

Recently I bit the bullet and shelled out lots of cash for a 4-week online business course. Developed specifically for home-based career businesses, mainly resume writers, career coaches and outplacement services, I felt it would have information specific to my needs. The areas that I needed help in were marketing and sales, as my strengths lie more with the use of the written word and less with the spoken word.

Although I knew 85% or more of what was delivered in the information dense 2-hour teleseminars (I read a lot), I did learn a few new marketing tactics, one of which I applied immediately, and with immediate results. Let me explain.

By simply creating a list of all my services right on my invoice, I let my clients know all the available career management options, and immediately received additional orders for services and products. So simple, no cost really, except for the time it took to redesign my invoice (and thank you to a certain client who graciously took the time to offer me his valued feedback).

Along with astounding myself that I offer no less than 20 items in categories such as Career Writing Services, Coaching Services, E-books, and Other, I made sales without having to open my mouth! :-)

What is the lesson for the job hunter? Step back and evaluate yourself, i.e. know what you offer. Prepare that 15-second intro. (See [www.15secondpitch.com](http://www.15secondpitch.com) for free help.) And then pick up the humble phone and start calling! I absolutely have clients who have landed jobs using this approach. Try it and let me know how it goes.

## Newsletter Schedule

Going to Every Two Months

This is the first issue of my new two month rotation. If you miss the alternate month's issue, do check out the Journal/Blog on my website as I regularly muse on all things career-related.

And you can now follow me on Twitter as well where I call myself @resumesmith.

## Amazing Power of Following Your Path

Or how I landed an amazing opportunity by doing what I love to do most: write

New Leaf Resumes changed its primary email address some time ago. Please amend your contact list by replacing the old [stephaniec@newleafresumes.com](mailto:stephaniec@newleafresumes.com) with the new [newleafresumes@gmail.com](mailto:newleafresumes@gmail.com).

\*\*\*Please note that I can no longer access the old email (stephaniec).

## Career must-haves for your reference library ...

Please check out my website (Products and Fees tab) for my own two e-books. The one "20 Best Cover Letters (Plus One)" gives you oodles of cover letter ideas. The Plus One is a fun take on a Superhero's cover letter. And the other, "Interview Strategies That Work," is worth its weight in gold. Clients have had remarkable interview successes with the interview strategies they learned from this book. I offer a one-hour coaching session to introduce you to the concepts (fees range from \$75 - 150, from entry level to "C" level). Let me know if you have any questions!

## As Always

I welcome your questions, shared observations and opinions, and your suggestions for future newsletter topics. Call me toll free at 855-550-5627, or email at [newleafresumes@gmail.com](mailto:newleafresumes@gmail.com). I'd love to hear from you! Please forward this newsletter to friends or family, neighbours and fellow travelers in career transition

I am always looking for another opportunity to write a column, article, blog ... I simply love to write. One day, responding to a posting on Career Professionals of Canada (from where I received my accreditations and to which I've belonged for five years now), I noticed that a Toronto-based company needed someone to write an article. The company serves new entrepreneurs and it felt that they needed insight on the importance of a strategic resume to accompany a business plan when looking for financial backers.

So I volunteered, wrote the article, it was accepted and posted!

To my amazement a few months after having that article published on the company's website ([www.inceptivesolutions.com](http://www.inceptivesolutions.com)) I received an offer for a partnership. You'll see me listed on their home page along with several other partners/sponsors.

My advice: actively and enthusiastically do what you love.

## News to Share

Each year Career Professionals of Canada ([www.careerprocanada.ca](http://www.careerprocanada.ca)) bestows awards on writers and members who have excelled in one of several categories. This year I submitted a career transition resume. I'd love to be recognized for the strategy that goes into one of these complete career change resumes. We'll see. And I was really taken aback that someone, not even a CPC member, and not even Canadian, nominated me for another award, the Outstanding Canadian Online Profile Developer award. All I know is the person is an American. I don't know who to thank, but I am humbled by this gesture and truly grateful. This award evaluates the person who has created and maintained a heavy online presence. Google my name and you'll see my activity! (Stephanie Clark + resume writer - there are soooo many Stephanie Clark's in the world!)

**\*\*Remember - look for the next newsletter in early November.**