

Career Transitions Unlimited

Product and Services Menu (July 1, 2007)

Item	Description (All products are in Adobe Acrobat PDF, except #s 4P–7P)	Price/Ea.
Products		
1P	Winner Pack: (This packet consists of a winning résumé template—see Testimonials, sample résumés, ASCII résumé sample, SOARS tool, a dynamite cover letter, two articles: <i>Résumé Design</i> , <i>Reinventing Yourself</i> , a Cover Sheet, and CTU offerings—Ten items).	\$40.00
2P	Résumé Example: An actual example of a winning résumé in your job category. Please call or email for details or email your profile so we can match with what is available on files from a variety of industries.	\$25.00
3P	Winning Cover Letters (A continually refreshed portfolio of five winning cover letters: For posted jobs that go with your résumé, for unposted jobs, for non-existent jobs, all in a variety of situations. Current Pack is @ Rev-10: March 1, 2004 Visit us frequently to get updated revisions.	\$40.00
4P	<i>The 7 Keys to a Dream Job: A Career Nirvana Playbook</i> By Dilip G. Saraf. This 504 pp book (both hardcover and softbound) is also available from major chains as Amazon.com, Barnes & Noble, and others (free shipping). See write-up. A \$3.00 ea. S/H. (USPS Book Rate), when ordered through CTU (all books).	\$40.95/30.95 Published June '04
5P	<i>Reinvention Through Messaging: The Write Message for the Right Job!</i> , By Dilip G. Saraf (Also available from major chains as Amazon.com and BN.Com)	\$39.95/29.95 Published Oct. '04
6P	<i>Pathways to Career Nirvana: An Ultimate Success Sourcebook</i> , By Dilip G. Saraf (Also available from major chains as Amazon.com and BN.Com)	\$31.95/41.95 Published Jan. 05
7P	<i>Rehired, Not Retired: Proven Strategies for the Baby Boomers!</i> , By Dilip G. Saraf (Amazon and B&N are expected to stock this title by Mid October 2005)	34.95/44.95 Published Oct 05
8P	Eye-opening Articles (Many are available in the Job-Search and Career Series. Typical articles include fresh and edgy content: Win-Win Negotiations, Acing the Interview, Contracting, etc. See attached list for details)	\$2.50 Each
Services		
1S	Résumé Review and critique Review your emailed résumé and provide an actionable critique (for edits see #3S) based on template in item #1P.	\$50.00
2S	Cover Letter Review We'll review your letter (for edit see # 3S) and provide a critique. Price includes two reviews or a letter review with the job description.	\$20.00
3S	Telephone Support in résumé writing and development (We will advise post #1S and work with you. Also available for Marketing Plan/Letters.	\$150.00/Hr.
4S	Marketing Plan (Review Marketing Plan and Critique by email.)	\$40.00
5S	Professional Coaching (This is provided over the phone on a topic agreed to before the call. Please call/email ahead on how best to maximize this service. Per hour (Minimum one hour, then half hour @\$62.50 each.)	\$150.00/Hr.
6S	In-Person Career Coaching and Counseling (Call for packages and special rates). Job Coach is a monthly service for a fee.	\$150.00/Hr.

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- 7S** **Job Coach** (Three packages are offered: Professional, Executive, and Custom) **Call**
- 8S** **Career Coach** (Three packages are offered, Individual Contributor, Manager and Executive) This service is for those who have a job and want to advance. **Call**
- 8S** **Consulting rate** (Businesses and corporate) **Call**
- 9S** **Seminars and Workshops** Fees vary (Open enrollment or Customized). **Call.**

Articles for Purchase (In PDF)

Some articles listed below are based on similar material in the book, *The 7 Keys to a Dream Job: A Career Nirvana Playbook!* These articles are often an expanded version of what is in the book, with fresh updates and the most recent experiences from author's ongoing practice. Those marked with an ♥ are not in the book. Most articles are \$2.50 per copy, except those that are extensive; they are priced at \$5.00 per copy.

- 5P1. **Résumé Design:** A detailed discussion of how a winning résumé should be designed with examples of specific elements. 7 pages
- 5P2. **Reinvent:** How to reinvent yourself in this job market, using your portfolio skills and creating a message of value for different targets. 6 pages
- 5P3. **Acing the Interview:** This extensive article covers all aspects of interviewing, starting with the phone call and ending with a Thank you note. 26 pages. \$5.00 per copy.
- 5P4. **Win-Win Negotiations:** This article highlights how to negotiate what you want regardless of the economic conditions and get what you want and then some. Actual examples. 11 pages.
- 5P5. **Guerilla Marketing:** How to use unconventional approaches to jobs search and create differentiation for yourself. 4 pages.
- 5P6. ♥ **The Networking Paradox:** This article challenges networking myths and shows four categories of job seekers. It demonstrates why mere networking is not enough! 8 pages.
- 5P7. **Contracting:** Contracting is a promising alternative for full-time jobs now. Read this article to see how contracting campaign differs from a job search. Two résumé. 5 pages. Examples are shown.
- 5P8. **Job-Search Targeting:** Read this article to see merely sending a response to a job opening is not enough. 1 page.
- 5P9. **Job-search Etiquettes:** Learn how etiquettes can give you an edge in this world of boorish mannerisms. This tutorial will take you beyond mere job search. 11 pages.
- 5P10. **The Age Advantage:** Read how age can defeat your best-laid plans. Learn how to overcome age perceptions and develop strategies to get what you want. Two age-transparent résumés included (a 23 year-old graduate and a 63 year veteran). 6 pages.
- 5P11. **Understanding Job Trends:** The complexion of jobs is changing rapidly. Learn how to use that knowledge to create a message to get the job you dream. 11 pages.
- 5P12. **Job Fairs Demystified:** Job fairs are meat markets of the employment world. Many jobseekers go to job fairs and come back frustrated. If you want to maximize your time at a fair this is a must-read article. 5 pages.

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- 5P13. **♠The Messaging Challenge:** How your message is influenced by the state of your mind and other factors. This article shows how to understand the forces that affect the power of your message and how to boost the power of your message by changing your view and by differentiation. 5 pages
- 5P14. **Making Fear Your Friend:** Fear is a common emotion during job and career transitions. Understand the basis of this emotion and how to make it your friend during the difficult times of job and career changes. 5 pages.