

topmargin.com

job search solutions

TOP MARGIN'S CAREER SOLUTIONS PACKAGES.

REAL SOLUTIONS FOR THE REALITY OF TODAY'S JOB SEARCH

TOP MARGIN... UNLEASHING YOUR CAREER WITH THE POWER OF WORDS



about **gayle**

Hello. I'm Gayle Howard. I love words, respect their power and I'm passionate about using language that evokes an immediate and positive reaction from employers. Every résumé I create, every coaching session I provide, every snippet of advice offered aims to help executives and senior

managers promote their authenticity in ways no smart employer could dare resist. I like to be first, just as I want my clients to be first past the finish line. I was Australia's first Master Résumé Writer, Certified Expert Résumé Writer and Certified Job Loss Recovery Coach—credentials still held by just a handful of professionals worldwide. An author, with additional works published in twenty-plus international career books, recipient of more than twenty-seven resume writing awards, and a specialist in creating unbeatable value propositions for senior executives for more than two decades, is your guarantee of excellence.



our philosophy

What we don't charge for:

We don't charge you for consultation about what we're going to do: if we need to discuss the project with you there is no cost for our time.

We generally don't charge you for minor changes during the résumé development: if it's only going to take us a minute do something for you, we just get on with it. Unlike many professional firms, there's no fee so if you just want a minor change like a phone number now-and-then we usually won't charge you for it.

If something goes wrong and it is not your fault, you shouldn't have to pay for it. Sometimes things go wrong, particularly with the Internet and emails and it's no-one's fault. Technical glitches happen with document transmissions, attachments and emails. Obviously there'll be a point where we need to start covering our costs, but we'll make that clear to you.

TOP MARGIN'S PHILOSOPHY IS THAT THE HAPPIER OUR CLIENTS ARE, THE MORE LIKELY THEY ARE TO REFER OTHERS TO US. WE GO OUT OF OUR WAY TO MAKE SURE EVERYONE GETS GREAT SERVICE AND THE MOST COMPELLING JOB SEARCH ADVICE THAT GIVES YOU THE COMPETITIVE EDGE

Generally we're happy to be of assistance to you with small questions about how to open and save your document, make edits, use tracking, send email attachments and use our intranet because we know that if we help you out you're likely to come back next time. If a mistake is made on our behalf, we will of course rectify it as quickly as is possible at no cost to you.





what we do charge for:

We're a professional company and we set incredibly high standards of work and customer service. Top Margin has been in business since 1990 and we have a long track record of producing outstanding, cost-effective results. Gayle Howard has almost two decades of professional experience and will not put her name to anything unless it's world-class. That being said, we also appreciate value for money —we're a business after all. Our fees are based on our experience, our reputation, the marketplace we operate in and above all, our desire to offer our clients the best value career marketing services on offer anywhere.

In each of our résumé development packages, we have worked out in advance, how much of our time we will need to complete the project, and we have displayed them prominently on our website. What we provide is fully detailed such as the number of drafts included in the project and additional costs for new information provided after the project has been written. Ongoing work, maintenance (like general grammar fix-ups) and changes after the first drafts of the résumé and cover letter have been completed will be extra and we will quote you on the costs involved.

our fees



Services Explained

Resume Development. Includes in-depth questioning, content assessments, strategy development, composition and formatting of a content-rich resume.

Executive Biography: High-impact, powerful one-page career biography that encapsulates business successes, highlights defining career moments, and creates high expectations for future prosperity. Outstanding resource for corporate websites, joint-venture portfolios, advertising and to woo potential investors.

Job Loss Recovery Coaching: One of the easiest things you'll do to prepare for a successful job search. Just lie back, relax, relieve stress and enjoy the health benefits of a relaxed mental state and the ongoing benefits of emotional closure and visualisation of a more successful you, as you leave your job loss and the people who made it upsetting, behind. The Job Loss Recovery program consists of two MP3 audio tapes that you listen to 6 times (3 times each) over the period of two weeks. Gayle Howard will support you as you embark on this program and reap the benefits that positive thinking can bring. (includes MP3 digital audio downloads and three coaching sessions by email).

Interview Coaching: One hour, one-on-one interview telecoaching sessions (telephone coaching) with Australia's first Certified Interview Professional and NLP Practitioner, Annemarie Cross. Shaped to meet the needs of professionals of all industries, the sessions explore issues such as interview preparation techniques for overcoming fears and concerns, and tiptoeing through the minefield of interviewing traps and challenges.

Online Career Portfolio including your own domain name and personal email address. Blogs and web resumes are one of the most powerful tools today in building your online reputation professionally. Employers can get the opportunity to review more than just your career background—gaining access to your thoughts on industry issues, ideas, articles, and philosophies. Blogs place a human face on your professional persona. We project manage the establishment of the website blog, we set up your domain name (eg, johnsmith.com) and we'll further brand you via a personal email address. We will instruct you on how to easily and quickly update your résumé online in real time, create a blog post, move in and maintain your home on the web.

WinTheView: A solution that prepares and educates senior-level and on-the-rise jobseekers to win interviews and build reputations through a start-of-the-art, online presentation tool that you print and present at interview. WinTheView allows jobseekers to formulate a very comprehensive, impressive and strategic presentation that demonstrates past accomplishments, focuses on strengths, and provides the company interviewing you with an insight of how you will hit the ground running when you get the job. The high level of preparation and the impressive quality presentation of the document you prepare can dramatically improve interview performances and increase your chance for getting the job by standing out in a crowd.

Personalised Job-Search Marketing Plan: 20+ page document that outlines your goals, courses of action to take and provides a definitive roadmap to optimise the quality of your job search. Have you considered what to do next after the resume is complete?

DISC Profiles: Getting in touch with your values and how it affects your behaviour can very well change your whole perspective. What may take a lifetime to understand, can be obtained within 20 minutes. For the career-minded job seeker, you can eliminate hours of finding the perfect fit. Once you've identified your preferences, you can now match them with a company's culture and be the person who truly loves his or her job. It's a fact; people hire people with similar values.



Services Continued

360 Reach Survey: Eliciting external feedback from your friends, colleagues, family members and managers allows you to get a definitive picture of how you are perceived externally. 360-degree reports produced for you in the workplace, never provide a true 360 as all information comes from work perspective. As a “whole” and unique person, you need feedback from all who know you well! When surveys have been received, we’ll analyse the results with you in line with your self-perceptions and work on a plan to reinforce your brand attributes so you can stand out from others

ID-Link: Linked-in has become one of the largest databases of business professionals globally and the tool for savvy jobseekers to reconnect with friends and broadcast intentions of jumpstarting a job search to colleagues, managers and clients from the past. We strategise your presentation and produce a Linked-in presence for you from the résumé we have already created. The result: a compelling online advertisement for your services

Book: PS...You Need a Resume! See how the modern resume has become a career marketing document—highly competitive, high-impact writing. E-book provides you with an insight on the methods used to write your resume and gets you into the right frame for moving forward.

Cover Letter: Dynamic cover letter that uses the AIDA concept for marketing and advertising: Attention Interest Desire Action. Brings a human voice to the application showing the person behind the resume. Can be used for a current opportunity, to network with colleagues, or as a “cold” approach to recruiters and employers.

Career Transitions Coaching: Coaching with Master NLP Practitioner, Annemarie Cross. Session helps you brainstorm your talents, identify key examples of your talents and position you beautifully for questions in interviews and the resume development process.

Cyber-ID: Your complete social media packaging includes the development of a Linked-inProfile, and profiles at About.me, Naymz and Twitter. We will set up up on Twitter so you can follow recruiters job search sites, human resource companies and job search advice. Start “tweeting” and build your band of followers too. You never know what connections you can make!

Resume Reviews (Critiques): Your résumé will be scrutinised and you will be sent a multi-page report exploring format issues, overall presentation, grammatical/spelling errors, and areas that may raise “red flags” to a recruiter. You will also receive some tips on overcoming these problems.

Reach Branding Club. A self-paced, online, multi-media training program with 11 on-demand webinars and goal workbooks and strategies to differentiate yourself from your competitors. Training helps you understand your reputation, enhance your online identity, create your brand statement, wow your interviewer, earn what you deserve and build a stellar network.



ultraidentity

Ultraidentity is the next generation package for executives who know the importance of creating, building and sustaining an online identity.

Everything you do online reinforces your reputation and brand—good and bad. This portfolio of services equips executives and senior leaders like you with the tools to get known, build relationships and reinforce your brand. Aimed at the technologically- and business-savvy career-minded strategist who is in the game for the long haul.

Program Includes:

- Reach Branding Club. Self paced branding training.
- Branded Resume Development
- Cover Letter
- 360 Reach Survey
- Brand Statement
- Biographical Suite

THE INTERNET HAS CHANGED OUR WAY OF LIFE. UPLOADING YOUR RESUME TO A JOB SITE, HITTING THE SUBMIT BUTTON AND WAITING FOR A JOB OFFER HAS BEEN REPLACED WITH SOCIAL NETWORKING. REPUTATIONS ARE MADE... AND LOST ON THE 'NET.

- Branded Blog/Website, domain name and personal email address.
- Linked in Profile.
- Job Search Marketing Plan
- Ebook: PS...You Need a Resume!
- Documents presented in Word and PDF formats.
- Lifetime electronic storage.
- 24 x 7 access to our document repository for 120 days to download your resume from any browser, any computer.

AUD \$1299 (Includes GST).



the board collection

You are at the pinnacle of your career. This comprehensive portfolio solution encompasses resume, biography, a four-page web portfolio, DISC profile, and triple pack of cover letters set to impress executive head-hunters and board members alike.

Program includes:

- Resume development, writing and collaboration.
- Executive biography
- DISC Behavioural profile
- Cover Letter "Triple Pack"
- Interview Coaching (Telecoaching)
- Online resume portfolio/blog
- Job Search Marketing Plan
- Book: PS... You Need a Resume!
- Documents in Word and PDF formats
- Lifetime Electronic Storage
- 24 x 7 download access from our intranet site from any browser.

AUD \$1399 (includes GST)



Who would need this program?

Answer: A senior manager or executive of a national or multinational company serious about hitting the ground running with his or her job search.



fresh beginnings

You have history of upward mobility, striding forward confident and fearlessly. Until “it” happens. Redundancies, downsizing... whatever you want to call it, you’re looking for a new gig. You’ll get a new job; you’re as sure of that as you’ve ever been. The problem is what do you do with those feelings? How do you cope with the sudden change? For a lot of people, work defines who they are and many struggle in recapturing their identity.

Program includes:

- 3 x 40 minute coaching to leave behind emotional baggage and move forward.
- Resume development
- Executive Biography
- Online Resume Portfolio/Blog.
- Job Loss Recovery Coaching.

AUD \$1220 (includes GST)



FRESH BEGINNINGS EQUIPS YOU WITH THE MECHANISMS TO PUT THE PAST BEHIND YOU AND LOOK FORWARD. FEELINGS OF LOSS, BITTERNESS OR SADNESS FROM LEAVING THE WORK “FAMILY” NEED TO BE DEALT WITH SO YOU CAN MOVE FORWARD.

Who would need this program?

Answer: A senior manager or executive who is struggling with negative emotions following job loss and who wants to move forward in a positive way to leave the past behind and be ready emotionally and professionally to hit the big time again.



new horizons

Whether you are leaving a role after many years, have been absent from the workforce for a while, have accepted a redundancy, or your workplace is about to change, this is the package for you.

Program includes:

- Resume Development/Writing
- Myers Briggs Strong Inventory Report
- 90 minutes career transitions and talent identification coaching
- High Impact Cover Letter
- One Hour Interview Coaching
- Guided Visualisation, Stress Relief and Job Loss Coaching
- Personalised Job Search Marketing Plan
- Book: PS...You Need a Resume!
- Documents presented in Word and PDF formats
- 24 x 7 Access to documents via Top Margin's Intranet.

AUD \$995 (includes GST)



THIS PACKAGE IS FOR PEOPLE IN TRANSITION.

Who would need this program?

Answer: Any white collar professional who is either coming back to the workforce after an extended break or someone unsure of where they want to head next ...



evidently executive

You intuitively understand the value of personal PR and working with professionals to get the job done. Evidently Executive is not “just a resume package”, but a must-have series of senior career marketing tools.

Program includes:

- Executive-style, branded resume development and presentation.
- Executive Biography.
- High impact cover letter
- Guided visualisation and stress relief coaching
- Personalised Job Search Marketing Plan
- Book: PS... You Need a Resume!
- 24 x 7 access for 120 days to download your resume from any browser.
- Documents in Word and PDF format
- Lifetime electronic storage

AUD \$749 (includes GST)

YOU ARE AN INDIVIDUAL WHO APPRECIATES AND PLACES HIGH VALUE ON QUALITY. YOU INFLUENCE, YOU BUILD SOLID RELATIONSHIPS AND YOU HAVE A TRACK RECORD FOR IDENTIFYING PROFITABLE OPPORTUNITIES.

Who would need this program?

Answer: Soon-to-be or current senior managers or executives with national or multinational companies.



purely professional

This traditional resume package includes the critical tools you need for a successful job search, plus a component to give you that extra edge—interview “telecoaching” by Australia’s first Certified Employment Interview Professional Annemarie Cross.

Program includes:

- Resume Development
- High impact cover letter
- One hour, one-on-one interview coaching
- DISC Behavioural Profiling
- WinTheView 3 month subscription
- Guided Visualisation and Stress Relief Coaching
- Personalised Job Search Marketing Plan
- Book: PS... You Need a Resume!
- 24 x 7 access for 120 days to download your resume from any browser.
- Documents in Word and PDF format
- Lifetime electronic storage

AUD \$699 (includes GST)



Who would need this program?

Answer: Any job seeker who wants to make an extra effort so that personal presentation matches the paperwork. If you have made complex career choices, been let go, have employment gaps, or you are changing careers, this is an excellent program for you.



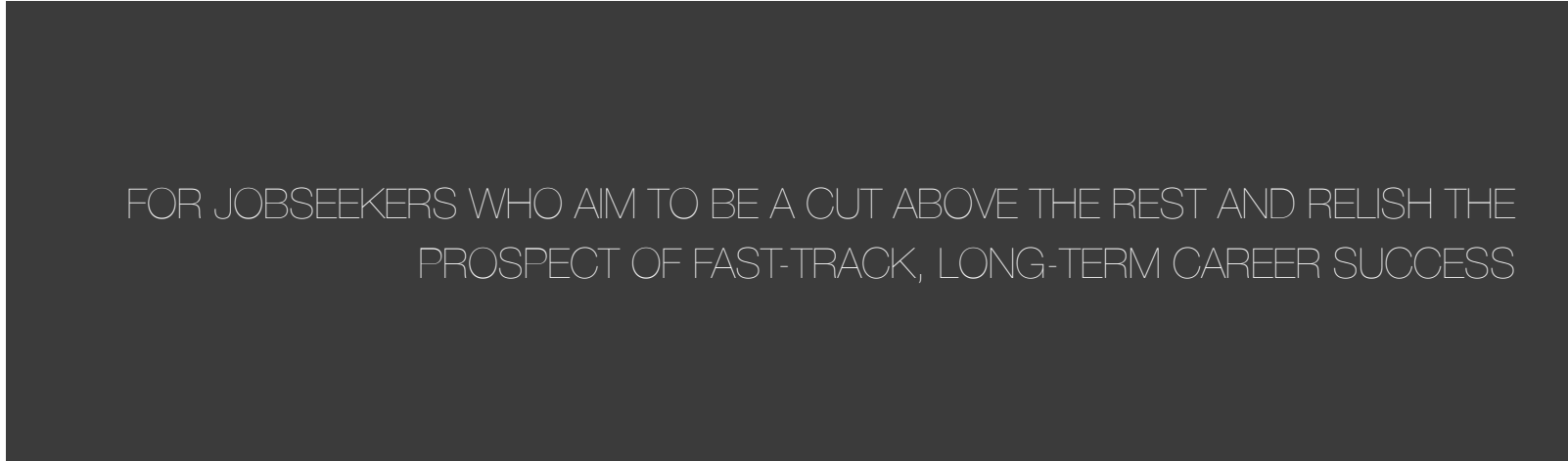
unquestionable **ambition**

Our entry level program for any job seeker who respects the power of professionalism and wants to be seen in an increasingly competitive and aggressive marketplace.

Program includes:

- Complete Resume Development
- Dynamic Cover Letter
- Personalised Job Search Marketing Plan
- Book: PS...You Need a Resume!
- Documents presented in Word and PDF formats
- 24 x 7 Access to documents via Top Margin's Intranet.
- Lifetime electronic storage

AUD \$599 (includes GST)



Who would need this program?

Answer: Any job seeker with the ambition to beat competitors and fast-track the job search process.



prosperity ascent plus

To qualify for this special priced graduate package you need to be a graduate within the last 12 months.

This covers high school, University degree graduates and TAFE students seeking first full-time employment in career field studied.

It does not cover mature aged people with a long career history who have returned to school or people with post graduate experience.

Program includes:

- Resume Development (Writing, questioning and presentation)
- Dynamic cover letter
- Book: PS...You Need a Resume!
- Documents presented in Word and PDF formats
- 24 x 7 Access to documents via Top Margin's Intranet.
- Lifetime electronic storage

AUD \$399 (includes GST)



Who would need this program?

Answer: Young people commencing their first job from high school or new graduates seeking their first job in their professional field.



onbrandID

As a jobseeker you will be searched for “digital dirt” and information about you online.

Replace or counter negative impressions with the “on-brand” you through the creation of new, professional profiles that will be rapidly indexed in search engines. And who knows?

Perhaps you will re-connect or establish relationships with business professionals who are in the position to make something happen for you.

Three different programs available:



BEFORE YOU ARE INTERVIEWED, YOU CAN BE ASSURED THAT RECRUITERS OR EMPLOYERS WILL SEARCH FOR YOUR NAME ONLINE. WHAT WILL THEY SEE?

- **UltraLink-ID: \$199.** Linked-in has become one of the largest databases of business professionals globally and the tool for savvy jobseekers to reconnect with friends and broadcast intentions of jump-starting a job search to past colleagues, managers and clients. Top Margin will create a Linked-in profile for you using a combination of your responses to our short information gatherer worksheet and your existing résumé. (Note: This is not a résumé package but the beginning of an online presence to generate interest in you and your talents).
- **ID-Link: \$99** Linked-in has become one of the largest databases of business professionals globally and the tool for savvy jobseekers to reconnect with friends and broadcast intentions of jumpstarting a job search to colleagues, managers and clients from the past. We strategise your presentation and produce a Linked-in presence for you from the résumé we have already created. The result: a compelling online advertisement for your services. (\$99 with any résumé package purchased. Already included in the ME 2.0 résumé package. Ultralink-ID applies if we have not written your resume).
- **Cyber-ID: \$249.** Your complete social media package includes the development of a Linked-in Profile, and establishment of identities at the leading social media sites: E-cademy, Naymz and Twitter. We'll even set you up on Twitter so you can follow recruiters, job search sites, human resources companies and job boards. Start "twittering" and build your band of followers too. You never know what connections you can make.

STAND-ALONE ITEMS CAN BE PURCHASED SEPARATELY OR IN CONJUNCTION
WITH ANY PACKAGE

- **Job Loss Recovery Coaching/Guided Visualisation/Stress Relief for the Jobseeker. \$99.** Job Loss Recovery Coaching and Guided Visualisation. One of the easiest things you'll do to prepare for a successful job search. Just lie back, relax, relieve stress and enjoy the health benefits of a relaxed mental state and the ongoing benefits of emotional closure and visualisation of a more successful you, as you leave your job loss or stress with the job search, behind. This guided visualisation program consists of two MP3 audiotapes that you listen to 6 times (3 times each) over the period of two weeks. Gayle Howard will support you as you embark on this program and reap the benefits that positive thinking can bring. (includes MP3 digital audio downloads and three coaching sessions by email).
- **Three Months Unlimited Access to "Win the View" \$89.99:** a solution that prepares and educates senior level and on-the-rise jobseekers to win interviews and build reputations through a start-of-the-art, online presentation tool that you print and present at interview. WinTheView allows jobseekers to formulate a very comprehensive, impressive and strategic presentation that demonstrates past accomplishments, focuses on strengths, and provides the company interviewing you with an insight of how you will hit the ground running when you get the job. The high level of preparation and the impressive quality presentation of the document you prepare can dramatically improve interview performances and increase your chance for getting the job by standing out in a crowd.
- **Interview Tele-Coaching: \$145.** Australia's first CEIP (Certified Employment Interview Professional) Annemarie Cross, will prepare you to face those tough interview sessions with poise and confidence. One hour long telephone-coaching session will address your individual needs, targeting and allaying your fears and concerns. A "must have experience" for any job seeker
- **Web Portfolio \$350.** Exciting, four-page design with graphics, intuitive interface and interactivity. You will be provided with your own Internet worldwide web address to give to employers, quote on business cards or job search promotional materials. Four-page site is standard in The Board Collection. Note: Extra pages available at \$40 per page. Does not include wording and content by Top Margin. Price includes light edit of original résumé only (no writing unless résumé development package purchased) a chart or picture inclusion, and 12 months hosting
- **JustaletPak \$75** This is a one-page letter development. A cover letter, a broadcast letter, a thank-you letter.
- **Executive Biographies \$275.** For use in corporate websites, business marketing, advertising, sales portfolios, annual reports or to complete your employment portfolio. 1 page biography encapsulates your career background and reveals the essence of your successes.
- **Existing Résumé Review \$49.99.** Your résumé will be scrutinised and you will be sent a multi-page report exploring format issues, overall presentation, grammatical/spelling errors, and areas that may raise "red flags" to a recruiter. You will also receive some tips on overcoming these problems.
- **DISC Profiles (\$140-199)** Different styles and formats. World renowned and time-tested this online scientific behavioural assessment range pinpoints traits, highlights skills, advises on communication and work preferences and is an absolute must for knowing yourself better! A half-hour follow up analysis with Accredited NLP Practitioner and Life Coach Annemarie Cross will provide you with the tools and information you need to improve communications and understand yourself and others better.

To process your order we must receive your payment in full. We accept Visa, MasterCard, American Express, Diners Club, and direct credit (Australia only) into our account.

Please familiarise yourself with Top Margin's Terms & Conditions before commencing

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unleashing your career...

ordering