

1:1 Service Level Comparison

| | STARTER \$299 | INTERMEDIATE \$499 | ADVANCED \$699 |
|--|------------------|-----------------------|-------------------|
| PRIOR TO SESSION | | | |
| 16-question client prep form | ✓ | ✓ | ✓ |
| Attend live "Get Hired Faster, 10 Tips To Optimize Your LinkedIn Profile" webinar training OR watch recording (1hr) | ✓ | ✓ | ✓ |
| Greg's pre-work: 1-2 hrs reviewing your profile & creating your personalized report, including screenshots to baseline your profile | | ✓ | ✓ |
| Duplicate profile search conducted by Greg | | ✓ | ✓ |
| 60 min 1:1 ZOOM SESSION INCLUDING - | | | |
| Report at time of meeting based on pre-work profile review-- personalized to your goals & your profile Interactive profile review of every section of your profile | | ✓ | ✓ |
| Interactive profile review of the most critical sections- Identify immediate improvements that get you found by recruiters and hiring managers! | ✓ | ✓ | ✓ |
| Search Engine Optimization (SEO) coaching so your profile stands out from the crowd | ✓ | ✓ | ✓ |
| SECOND 1:1 MEETING | | | |
| Second 1:1 meeting to review your updates and further coaching for profile optimization; Updated custom report provided after second session. Coaching to search job openings and connections in your target Industries & company sizes | | | ✓ |

Updated 2025-01-22



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| AFTER 1:1 SESSION - REPORT | | | |
| Personalized report containing: | 60+ slides | 70+ slides | 80+ slides |
| Your personalized report provided, with hyperlinks to step-by-step instructions and coaching notes | ✓ | ✓ | ✓ |
| Executive summary in report | | | ✓ |
| Headshot photo analysis with overall score (0-100), with “Best Thing” and “Needs Work” categories. Includes 0-100 scoring of 3 main sections: Face, Composition and Editing. Additional grading (Perfect, Good, Okay, or Bad) across 11 criteria in those 3 sections <i>Note: your headshot is the first thing most people look at when reviewing your profile, so this is important!</i> | | ✓ | ✓ |
| Headshot visibility recommendation | ✓ | ✓ | ✓ |
| Two-Factor Authentication (2FA) instructions | ✓ | ✓ | ✓ |
| Profile viewing options and instructions | ✓ | ✓ | ✓ |
| Share profile update options and instructions | ✓ | ✓ | ✓ |
| #Hiring example | ✓ | ✓ | ✓ |
| Job seeker recruiter settings example | ✓ | ✓ | ✓ |
| Personalized Headline DRAFT example | | ✓ | ✓ |
| LinkedIn database query coaching, searching for target industries, companies, etc. | | ✓ | ✓ |
| Social Selling Index (SSI) review & benchmark | | | ✓ |
| Metric Tracker to measure your progress for the next 52 weeks | | | ✓ |
| Invoice provided (<i>this service may be a job-related expense and tax deductible – verify with your tax advisor</i>) | ✓ | ✓ | ✓ |

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