

THRIVE!
APRIL 25-27 2022

CLEARWATER, FLORIDA

DEVELOPING OPPORTUNITIES
ADVANCING EXCELLENCE

REDEFINING THE CUSTOMER EXPERIENCE (CX)

#PROCESSSTOPROFIT





Let's unlock your

Super Business!



Our Focus:

People

Processes

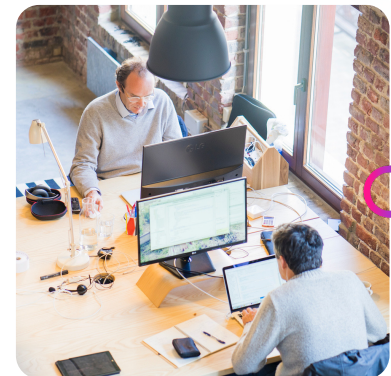


What's your customer experience process?

Are you managing your clients' expectations?

Are you burned out from a disorganized business?

What processes keep you up at night?



“

Manage your business or it will manage you.

”



ula



- Show up for your business



- Show up for your people



- Show up for yourself



POP QUIZ!

WHAT PERCENTAGE OF TIME ARE BUSINESS OWNERS SPENDING ON TASKS?

My customer experience model started with a trip to Target.

- I was confused**
- I gave out random pieces of info**
- I wasn't confident in my process**
- The customer felt my anxiety and completely disengaged**



My New Process

2022



Preboard

In this customer experience segment, you are earning the client's business, so first impressions matter.

Onboard

Your potential client has paid and is now officially a client of your business.

Offboard

You and your client have met, you've written their documents, and you're ready for them to see and accept the documents.



Phase I: Preboard



In this segment of your customer experience, you are earning the potential client's business so first impressions matter.

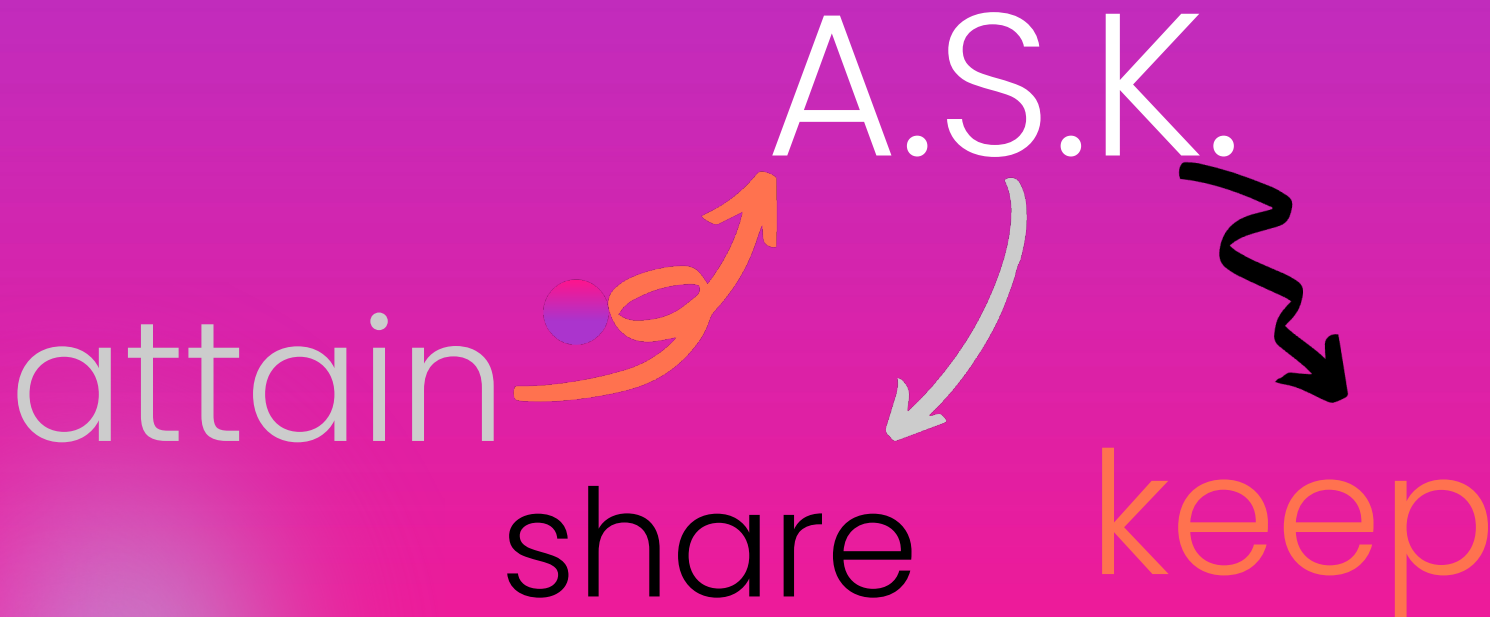
- ASK method
- Pain Points
- Connect to competencies



Question:

If you have a 30-minute call scheduled with a potential client, what percentage of that time should be spent attaining necessary client info?

Phase I: Preboard



90
—
10

Phase I: Preboard RECAP

- *You captured the client's email*
- *You put the email in a place where you can continue communicating with the client*
- *You gave the client an opportunity to book a call and speak with you about their challenges*
- *During the call, you learned their pain points, and you logged them into your "Discovery Call" form for future use*
- *If the call is successful, you have automated processes to onboard the client*



POP QUIZ!

**WHAT IS THE ULTIMATE SUCCESS
FORMULA?**

Phase II: Onboard



Your potential client has paid and is now officially a client of your business.

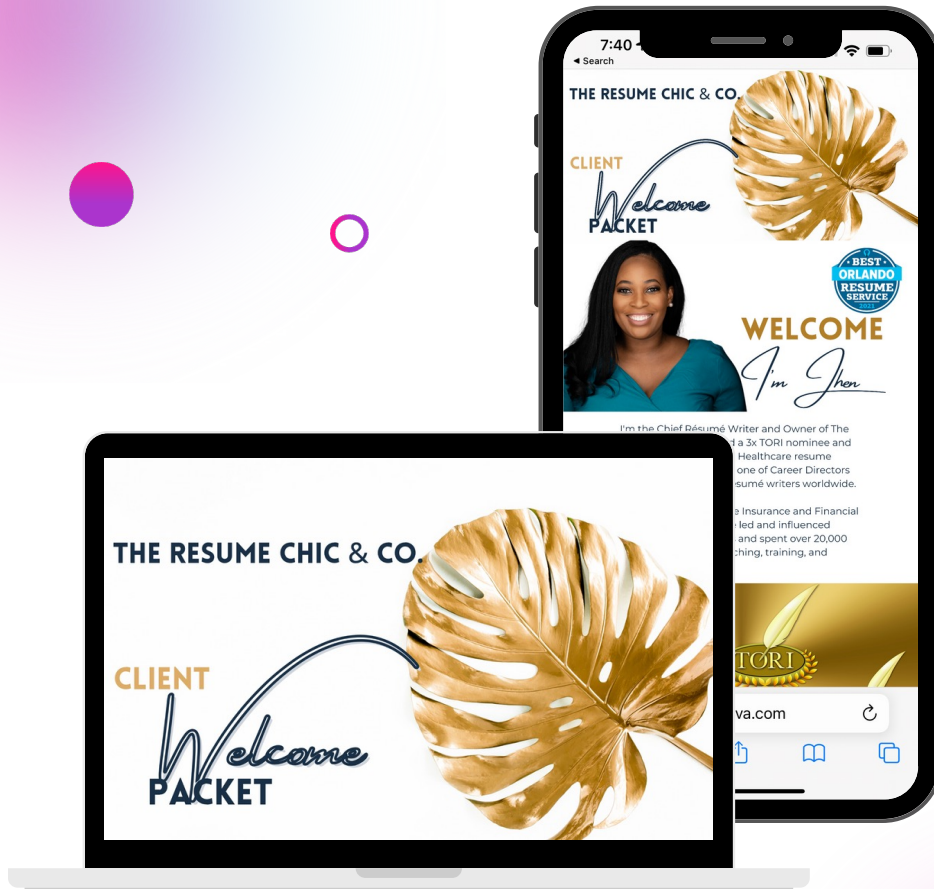


Question:

If you have a 30-minute call scheduled with a potential client, what percentage of that time should be spent attaining necessary client info?

LET'S GO LIVE

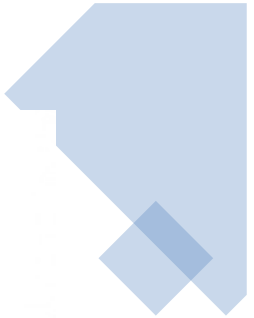
Here's an
actual view
of my client
workbook



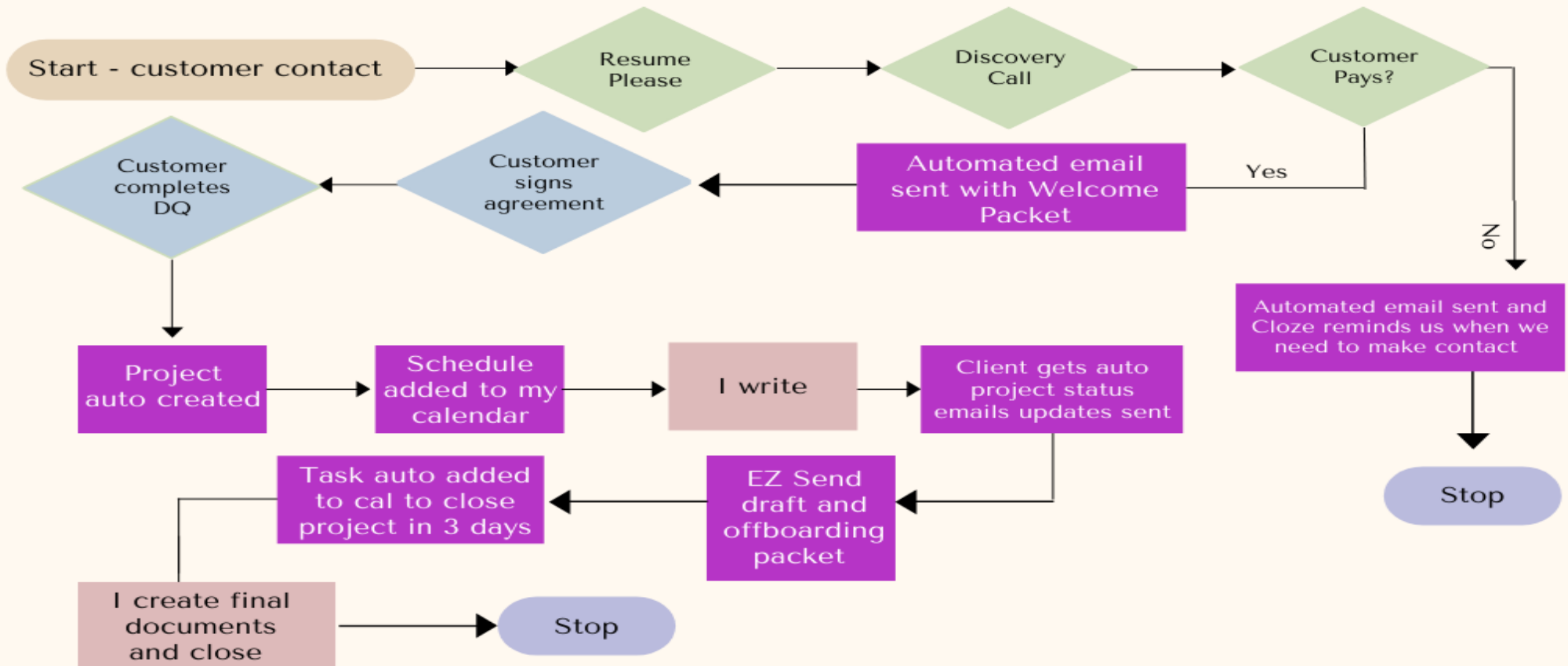
THE RESUME CHIC & CO.

CLIENT

Welcome
PACKET



TRC CUSTOMER EXPERIENCE MAP



POP QUIZ!

**WHAT ARE TWO OF THE FIVE MAIN
PARTS OF AN ONBOARDING PACKET?**

Phase II: Onboard **RECAP**

Before

Sending invoices and hoping the client would remember the value of the services. (60 min)

Cut 50%

I was creating individual questionnaires for each client and explaining the process, timelines, expectations, etc. (90+ min)

Cut 100%

I was creating a custom service agreement for each client. (27 min)

Cut 100%

Start from scratch to frame the resume and organize my notes. (45 min)

Cut 100%

Copy and paste draft email template and add notes on what the client is supposed to update, questions you have for the draft, etc.

Cut 99%

After

The client paid using a Discovery Call Notes Pro form. (30 min for call)

They automatically received a receipt and an email with the Client Welcome Packet outlining the rules of engagement.

The customer signed their service agreement and completed their Discovery Questionnaire.

The form creates a resume skeleton where you can start working on the resume without having to look for pertinent details.

Draft email template is personalized and it costs you **60 seconds**.

Phase III: Offboard

You and your client have met, you've written their documents, and you're ready for them to see and accept the documents.



**Check out the
live view**





Client Offboarding Packet

THE RESUME CHIC & CO.

OUR TECH

Cognito → Cloze → Zapier

OUR TECH

**T E C H: “TECH should be EASY, it should COMPLEMENT
your business, and it should be HELPFUL.”**

TRC Resume Review

Your View

First Name

Email

Submit



hello@theresumechic.com
407.602.5511 | Orlando, FL

Client's View

Jheneal,

Thanks so much for reaching out to our team.

In order for us to get an accurate idea of what your resume needs, we'll need to see a copy of your most recent resume.

[Submit your resume here!](#)

If you haven't updated it for a while, that's ok too! We are here to help you wherever you are in the process.

Talk to you soon - Jhen from The Résumé Chic Team



hello@theresumechic.com
407.602.5511 | Orlando, FL

Ready for your free resume review?

What's your first name?

What's your last name?

Resume

Upload

or drag files here.

Client's view after
clicking the link in the
email

Client's view after
submitting resume

< March 2022 >						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Discovery Call: Résumé
Review **Eastern Time
Zone**

20 min | Free

Are you tired of fumbling through your
resume, writing and rewriting it and not
getting results? YES!

Have you applied for jobs, but you're not
hearing back? YES!

Are you stressed out from the job
search process altogether? YES!



① Page 1 ② Page 2 ③ Page 3

First Name

Last Name

Email

, Thanks for chatting with me. Just a heads up, this conversation is meant to be very casual and my intent is to learn more about your career goals, so that I can help you get to where you want to be.

NOTE: You should already have a copy of the potential client's resume and have it available for this conversation.

Section One: (A)SK; the "A" in ask is attain. This is where we will spend most of our time. Remember, 90% of your time is spend attaining info about the client.

Client's view after
making their payment



hello@theresumechic.com
407.602.5511 | Orlando, FL

Hi Dana,

Thank you for selecting The Resume Chic & Company. We are so excited to work with you. We have received your investment, and now, we need you to do a little homework. :)

[Click the TRC Welcome Packet to get started.](#)

Should you have any questions about this process, please feel free to contact us.

We are looking forward to working with you on this project. **We're here to support.** :)

- Jhen, creator of #CouchtoCareer

Disclaimer: The content of this email is confidential and intended for the recipient that receives access via the link sent in the email. It is strictly forbidden to share any part of this email with any third party, without a written consent of the sender and receiver.

Screenshot

Your View

TRC Package Drafts

Name

Email

CPP1 - Draft

Upload

or drag files here.

Writer's comments

Submit

Client's View

Jheneal McDuffie,

Thanks for working with us on this project.

***Step 1: Read the writer's comments and instructions.
If there are no comments, move to step 2.***

Writer's comments:

Step 2: Please click the "Client Offboarding Packet" below.

Step 3: Access your draft acceptance and provide your response or comments.

All documents receive separate draft emails. For ex. if this email is a resume draft and you also purchased a cover letter it will be sent in a separate email.



Your View

TRC Final Package Pro

Name

Jheneal

McDuffie

Email

Jheneal.wilson@gmail.com

Career Profile Document(s)

Upload

or drag files here.



35803585-fondo-...

112.92 KB



Comments from writer:

Submit

Client's View

Jheneal,

We did it!

You're ready to launch your career marketing plan. Your career portfolio will open doors for you to walk into your next role.



*Always "see you later,"
never "goodbye."*

Thank you for "accepting" the final drafts. Once you have accepted, we will not make any additional changes. We have attached your documents to this email.

Below are recommendations for job searching, job applications, and ATS strategies to increase your chances of getting interviewed.

Note: You will notice some subtle changes across the resume formats. For example, "Professional Experience" is changed to "Work Experience" for ATS simplicity.

Jheneal McDuffie,

Certified Professional Resume Writer

***Notes from the writer:
stuff stuff***

ot Jheneal - Click here to access your [Career Marketing Plan](#).

POP QUIZ!

**WHAT FORM SERVICE DID I
RECOMMEND AND CURRENTLY USE?**

WHAT CRM DO I USE?

**WHAT INTEGRATION SOFTWARE DO I
USE?**

**WHAT PERCENTAGE OF TIME DID I CUT
USING MY DCNP?**

THANK YOU

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