



# Motivation & Achievement Concepts

a career development company

www.TheMacApproach.com ♦ MAC@TheMacApproach.com ♦ 864.381.8622 ♦ 864.266.2402

## MAC Inc Services – THE CORE 4:

**Professional Resume Creation ♦ Job Search Training ♦ Cover Letter Training ♦ Interview Training**

Initial consult, no charge 50 mins ~ Payment plans as low as \$100/month ~ Packages & Additional Services on next page

### **PROFESSIONAL RESUME CREATION**

**\$399.00**

*MAC Inc Professional Resumes are designed with review of 200+ unique attributes and clients' individual preferences, targeted job market, skills, industry, geography, and goals.*

- Includes corresponding Reference Page
- Requires 1-hour "Resume Interrogation", then 4 – 5 business days to complete, & a final review session
- 48-hour rush is available for an additional \$150
- PhDs/Terminal Degrees may be subject to an additional \$100 fee for full CV/portfolios
- **Discounts available, especially for military & students**

**High Performance Content** – Maximized messaging is customized and nuanced with considerations for code-switching based on specific industries and roles, psychology, sociology, journalism, talent acquisition, recruitment, advertising, and branding with subconscious visual appeal.

**Multiple Uses** – Accomplishment-focused talking points are designed to double as quality interview answers and prompt better questions from interviewers.

**Beat Application Filters** – Maximize key words to bolster the chances it will get through online job application filters and learn the MAC Resume Hack for embedding keyword metadata.

### **JOB SEARCH TRAINING – 3 x 90-Minute Sessions**

**\$525.00**

*Learn everything you can control in your job search and how to make your job search come to you.*

*\*\*Particularly useful if you are in a **confidential** job search.*

**Get out of "Job Board Hell"** – Accurately and confidentially post your resume/profile on job boards, maximize the probability of beating application filters, attract job opportunities, set up USEFUL job alerts, turn off spam, and find leads with "Before MAC" vs "After MAC" thinking.

**LinkedIn Renovation** – We will complete your profile (confidential or public), activate the Recruiter function, code job search preferences, research potential employers, get "insider information" on the job and corporate culture, and get decision makers to engage with YOU.

**Informational Interviewing** – Learn the most effective way to "pound the pavement" in modern job search, be proactive, and gain intel about which employers and positions to target.

**Headhunters/Recruiters** – Learn which staffing companies are best for you and how to utilize them.

### **INTERVIEW TRAINING – 2 x 90-Minute Sessions**

**\$350.00**

*Confidently navigate any interview and answer any question, all without memorizing answers.*

**Preparation & Research** – MAC's unique method achieves multiple objectives in a few simple steps.

**Attire** – Look great in-person or on videoconferencing.

**Q&A** – Learn how to pivot honestly, make yourself memorable, and avoid discrimination.

**Salary Research & Negotiation** – Learn appropriate pay and negotiate more than just salary.

**Thank You Notes & Follow-up** – Remind potential employers why they should hire you, learn how to make them accountable, and navigate background checks, credit checks, drug tests, etc.

### **COVER LETTER TRAINING – 1 Session (typically 75 minutes)**

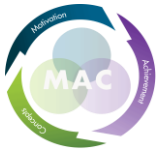
**\$150.00**

*We will write your first cover letter targeting a specific job and equip you to write your own.*

**1st Cover letter without training = \$99**

**Additional Cover Letters = \$50/each**

*Packages & Additional Services on next page...*



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## MAC Inc Services

- ❖ Initial Consultations are typically no charge (30 - 50 minutes)
- ❖ All services are available individually, a la carte.
- ❖ Payment Plans available for minimum of \$100/month  
\*Requires \$100 deposit, automatic drafts, & not applicable with pay-in-full package pricing

## Additional Services

- ❖ GENERAL CAREER COACHING SESSIONS, 50 Minutes = \$75.00
- ❖ LINKEDIN.COM PROFILE RENOVATION = \$99
- ❖ RESUME UPDATE (for MAC Inc Resumes Only) = typically \$75 to \$150
- ❖ GRADUATE PROGRAM SUPPLEMENTS  
\*Essays & Statements of Intent, \$75 to \$250 depending on word count
- ❖ EXECUTIVE SEARCH SUPPLEMENTS  
\*Questionnaires, Assignments such as Power Point Presentations, etc.  
\*\$150 to \$300, depending on extent of the project & editing needs

## PIF/Pay-In-Full Up Front Discount Packages

### FULL PACKAGE

- ❖ Professional Resume Creation \$399
  - ❖ Job Search Training \$525
  - ❖ Interview Training \$350
  - ❖ Cover Letter Training \$150
- TOTAL: \$1,424  
PIF Discount: (\$174)  
**PIF PRICE = \$1,250**

### PERFORMANCE PACKAGE

- ❖ Professional Resume Creation \$399
  - ❖ Job Search Training \$525  
\*Including LinkedIn Renovation
- TOTAL: \$924  
PIF Discount: (\$75)  
**PIF PRICE = \$849**

### PRODUCER PACKAGE

- ❖ Professional Resume Creation \$399
  - ❖ Job Search Training \$525
  - ❖ Salary Research & Negotiation Training \$75
- TOTAL: \$999  
PIF Discount: (\$149)  
**PIF PRICE = \$850**

### PLATFORM PACKAGE

- ❖ Professional Resume Creation \$399
  - ❖ Cover Letter Training \$150
- TOTAL: \$549  
PIF Discount: (\$49)  
**PIF PRICE = \$500**

### PROFILE PACKAGE

- ❖ Professional Resume Creation \$399
  - ❖ LinkedIn Renovation \$99
- TOTAL: \$498  
PIF Discount: (\$48)  
**PIF PRICE = \$450**