

Write Step Résumés, LLC

Ashley Watkins, NCRW
Career Coach – Outplacement Specialist
Nationally Certified Résumé Writer

...offering support for your transitioning workforce today.



Empower your displaced employees to brand themselves and maintain a competitive advantage in today's job market!

OUTPLACEMENT SERVICES OVERVIEW

Write Step Résumés, LLC partners with companies nationwide to offer support for transitioning workforces during layoffs, restructures and downsizing. Bad news travels fast and disgruntled employees can potentially turn your company's reputation upside down and cost you millions in revenue. By offering outplacement services as a part of your separation package, you can lessen the hardship of employment loss and preserve a positive brand image and reputation with the public.

Our services will help you:

- ✓ Minimize bad press from disgruntled employees who feel cast away by a long-term employer they've worked hard to help become successful.
- ✓ Eliminate a disastrous social media frenzy and negative job board reviews.
- ✓ Protect your company's reputation and prevent erosion of business or catastrophic revenue losses.
- ✓ Supplement a minimal severance package and unemployment benefits by offering long-lasting career support to your displaced employees.
- ✓ Calm employees who lack trust in seeking job search services from your in-house human resources department.
- ✓ Gain confidence from your employees because you've hired certified job search specialists to guide them in transitioning to the next step in their careers.



HOW OUR SERVICES HELP YOUR EMPLOYEES

- ★ **Gain clarity...** Solidify the employee's specific career goals and get crystal clear on his/her targeted audience or industry.
- ★ **Define the brand promise...** Take a deep dive into what he/she has achieved to validate career values, passions, strengths and accomplishments to show how the employee answers the target employer's problem.
 - ✓ 30-minute career consult to define career target, value offerings and job search strategy.
 - ✓ Detailed questionnaire to take a deep dive into employment history, embrace what he/she is best known for and express the achievements the employee is most proud of mastering.
 - ✓ Professionally written, value-based résumé and cover letter.
 - ✓ Interview coaching sessions, including CAR stories, one-minute pitch and follow-up methods.
- ★ **Network like a pro...** Complete LinkedIn profile makeover packed with industry-specific keywords, an eye-catching headline and personalized descriptions of what the employee brings to the table.
- ★ **Access the hidden job market...** Maximize the employee's chances of securing new career opportunities across all industries and salary ranges.
 - ✓ Grab the attention of more than 18,500 recruiters and 3,200 venture capital/private equity contacts at 800-1200 firms nationwide.

CLIENT PRAISE

"As a nationally televised attorney, judge and legal analyst, my personal brand is my bread and butter. I hired Ashley Watkins of Write Step Résumés, LLC to create my professional networking portfolio, including my business résumé and LinkedIn profile. She listened to my career goals and guided me through an extensive interview process and crafted a comprehensive representation of my accomplishments. Her guidance and expertise has also been crucial in salvaging my firm's relationship with displaced staff. I highly recommend her company for outplacement and career services."

- Attorney Eric L. Welch Guster

"Ashley Watkins is a résumé-writing champion! Her professionalism is unmatched and her ability to pull those critical details out of you is her most valuable talent. She took her time and gathered the details she needs to highlight my career achievements in a way that I did not know was possible. After working with Ashley, I have the confidence and the résumé to pursue those higher salary positions that are a reflection of my years of experience. If you are ready for something more out of your career, Ashley should be your first stop. I truly believe this is her gift and I'll never trust anyone else with my résumé!"

-Tanisha Elias

"Truly professional and tailored coaching service. Ashley provided trainings with relevant and concise knowledge, thorough preparation and attentive guidance. She listens with real understanding to the client's specific needs. Thank you for all the help provided during the whole job finding process."

- Eva Szabo

INVESTMENT – PER EMPLOYEE

\$1397 per employee (fee reflects full-range services)

If you are ready to get started or have any questions, please do not hesitate to contact us at info@WriteStepResumes.com or 205-352-4212. We look forward to working with you!



WORK WITH WRITE STEP RÉSUMÉS, LLC!

www.WriteStepResumes.com

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