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POSITION • WRITE • PREPARE

# CAREER COACHING & RÉSUMÉ SERVICE GUIDE

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Test a focused offer.

Protect client information.

Build proof before scale.

OFFER | INTAKE | DELIVERY | PROOF

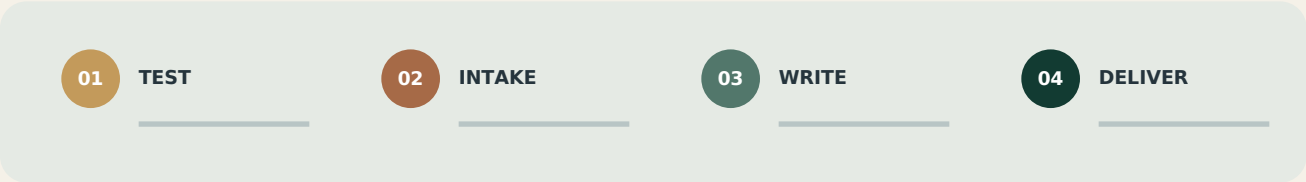
Veteran's Strategic Solutions LLC



START HERE

# How to Use This Guide

Read the core guide before advertising credentials, pricing packages, or accepting client documents. Then use the worksheets to test demand, define the offer, track time, prepare estimates and invoices, manage leads, document delivery, and protect client information.



**FOCUSED INTAKE** | A clear conversation connects experience, target roles, proof, and delivery scope.

| PIECE         | USE                                                                                                                  |
|---------------|----------------------------------------------------------------------------------------------------------------------|
| Core guide    | Test demand, identify paying buyers, start with one résumé, set packages, define terms, and stage the first 90 days. |
| Operating kit | Plan startup, budget tools, estimate work, invoice clients, track jobs and leads, and control document handling.     |

## CORE GUIDE 01

# 1. The bet

01

PAID HELP

02

FREE OPTION

03

SPEED

04

TEST

The core assumption: that people leaving the military and people job-hunting in your service area will pay for resume and interview help.

The obvious objection: transitioning soldiers get this free at TAP. True, and it is the strongest argument against this line. The counter is in section 2.

The fastest zero-budget test: post one offer in local military spouse, community, or job-seeker groups — a paid resume rewrite with a fixed price and a two-day turnaround. No website, no logo, no booking system. If five people ask in a week, the demand is real. If nobody does, you have learned it for free.



**COACHING ACCESS** | A defined session keeps preparation focused while widening the service area.

Three reasons it fails:

Free competes with paid. TAP, ACS, and the state workforce center all do resumes at no cost. If the paid version is not visibly better and faster, it does not sell.

Transitioning soldiers are broke and moving. They have a household in boxes and a hold on spending. The money may sit with spouses and civilians instead.

You are the product. Every hour billed is an hour of your time. It does not scale past your calendar unless it becomes a product.

# 2. Who pays, in their own words

| <div><div>01</div>SPOUSE</div> <div><div>02</div>SOLDIER</div> <div><div>03</div>CIVILIAN</div> <div><div>04</div>RETIREE</div> |                                                                                                                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BUYER                                                                                                                           | IN THEIR OWN WORDS                                                                                                                                                                                                                             |
| The spouse.                                                                                                                     | "We PCS'd here in March and I have applied to forty jobs. I have a degree. I cannot get a callback and I do not know what I am doing wrong." Spouses are the most underserved job seekers on any installation and they are not covered by TAP. |
| The soldier who already used TAP.                                                                                               | "They gave me a template and thirty minutes. I need someone to actually sit down and tell me what my job translates to."                                                                                                                       |
| The mid-career civilian.                                                                                                        | "I have been at the same place eleven years, I have never had a real resume, and I just got told the plant is restructuring."                                                                                                                  |
| The retiree going federal.                                                                                                      | "USAJOBS keeps rejecting me and I do not understand why." Federal resumes are a genuinely different document with rules most people do not know.                                                                                               |



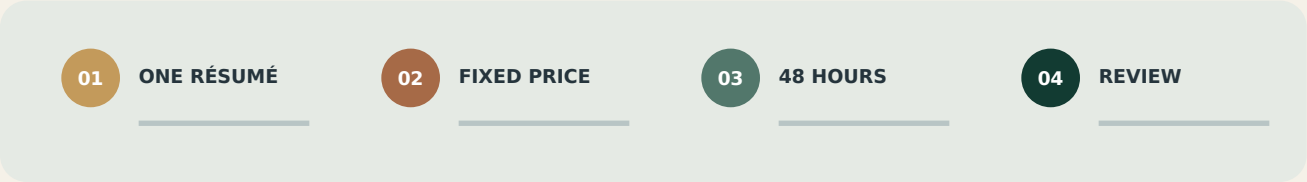
**DOCUMENT REVIEW** | Human review, version control, and clean delivery files are part of the service.

Why you are credible to these buyers depends on the training and experience you can verify [VERIFY].

And the answer to the free-service objection: free services are limited to eligible populations, on a schedule, at a location, with a queue. Spouses, civilians, retirees and anyone past their transition window are not covered. You sell to the people the free option turns away.

CORE GUIDE 03

# 3. The smallest version you can charge for



One resume, one fixed price, one customer. No brand, no site, no funnel.

Post the offer, take the first paying client, deliver in 48 hours, ask for a review. Do it ten times before building anything.

The first product beyond that: the federal resume. USAJOBS resumes are longer, keyword-driven and structurally different from private-sector resumes. Most people do them badly. State only knowledge and experience you can verify [VERIFY]. That is a narrow, defensible, higher-priced niche.

| START             | CONTROL                              | PROOF                    |
|-------------------|--------------------------------------|--------------------------|
| One paying client | Written scope and target role        | Completed delivery       |
| One résumé        | Intake, rewrite, review, clean files | Client acceptance        |
| One fixed price   | Track actual hours                   | Real time cost           |
| Ten jobs          | Ask at handoff                       | Written reviews received |

BUILD IN THIS ORDER

PAID CLIENT → DEFINED DELIVERY → ACTUAL HOURS → PROOF → PACKAGES

CORE GUIDE 04

# 4. What it takes

01

RULES

02

HYGIENE

03

SOFTWARE

04

CREDENTIAL

Check licensing, zoning, and tax rules for your own city and state before starting.

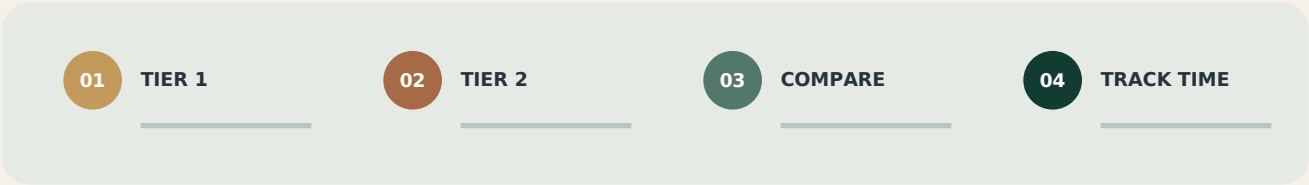
| ITEM                | SOURCE GUIDANCE                                                                                                                                                                                                                                                 | YOUR DECISION |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Document hygiene    | Run every file through Word's Document Inspector (File > Info > Check for Issues > Inspect Document) before it goes to a client — strips the author name, last modified by, comments and tracked-changes history, so no one else's name rides along in the file |               |
| Software            | Choose the word-processing and PDF tools you will use [VERIFY].                                                                                                                                                                                                 |               |
| Booking link        | Free tier                                                                                                                                                                                                                                                       |               |
| Optional credential | Certified Professional Resume Writer, offered by professional bodies. Not required. Worth it only if clients ask [VERIFY].                                                                                                                                      |               |
| Real startup cost   | Build your own budget from the worksheet.                                                                                                                                                                                                                       |               |

CREDENTIAL RULE

Never advertise a credential, counseling role, government affiliation, or years of experience unless you can verify it [VERIFY].

CORE GUIDE 05

# 5. Pricing and packages



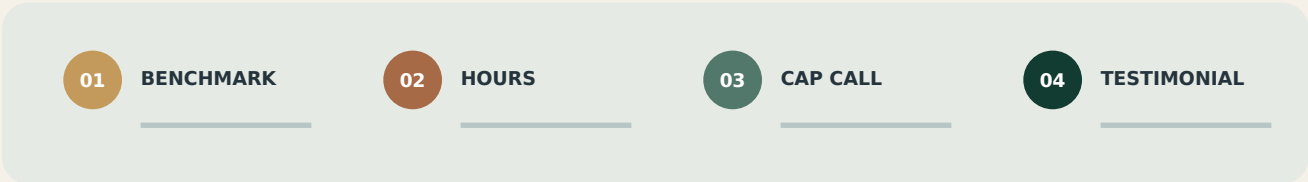
Tier 1 — set your price. One-on-one intake, phone or in person, not a call-center match to a random writer. Full resume rewrite, ATS keyword-optimized. Written and reviewed by a person before delivery. State only credentials and experience you can verify [VERIFY]. Choose and state a standard turnaround [VERIFY]. Choose and state the included revision window [VERIFY]. Word and PDF delivered. Document Inspector hygiene pass before delivery — strips the author name and metadata.

Tier 2 — set your price. Everything in Tier 1, plus a cover letter, a thank-you letter, a LinkedIn profile, and an interview prep session. Price it deliberately close to Tier 1 only if your time tracking supports that choice. The interview prep includes an honest read on what an interview outcome does and does not mean: if a hiring process is genuinely still open, checking references is a normal next step before an offer, so no reference calls back afterward is usually a sign the seat was already filled, not a verdict on how the client interviewed.

| PACKAGE | INCLUDED                                                                                            | YOUR PRICE       |
|---------|-----------------------------------------------------------------------------------------------------|------------------|
| Tier 1  | Intake, full résumé rewrite, review, chosen turnaround, one revision window, Word/PDF, hygiene pass |                  |
| Tier 2  | Tier 1 plus cover letter, thank-you letter, LinkedIn profile, interview preparation                 |                  |
| Premium | Outplacement contracts for departing staff                                                          | Unpriced / quote |

CORE GUIDE 05B

# Pricing evidence and recommendations



Verified directly against three online providers’ own pricing pages: TopResume (resume writing starting at \$179), ResumeSpice (\$479–\$699 base resume, cover letter/LinkedIn/interview prep \$129–\$199 each as add-ons), and Find My Profession (\$395–\$995 base resume, LinkedIn and cover letter bundled at \$300–420).

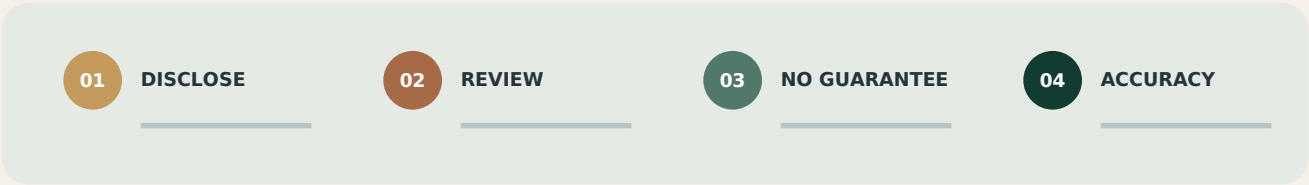
Premium — outplacement contracts. An employer facing a layoff pays for career transition support for departing staff. One contract equals dozens of individual clients, invoiced to a business rather than a person.

Recommendations before this goes live:

| RECOMMENDATION                                                                                                                                                                | CONTROL                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Track actual hours on the first ten jobs before treating either price as final — Tier 2 is built to pull in almost everyone, so it is the number carrying the real time cost. | Record intake, writing, revisions, delivery, and live-session time. |
| Cap the interview-prep call at a fixed length, 30–45 minutes — it is the one open-ended, live piece of Tier 2.                                                                | State the cap before payment.                                       |
| Build the testimonial ask into the handoff itself, not a follow-up — ask right when the client has the finished resume in hand.                                               | Never invent or prewrite a testimonial.                             |
| State the Document Inspector step openly in the marketing copy.                                                                                                               | Make the hygiene step visible.                                      |

CORE GUIDE 06A

# 6. Terms: disclosure and outcomes



These are the terms a client sees before paying, not just internal notes. Review each term for your own offer and have the final wording reviewed as appropriate [VERIFY].

AI AND LIABILITY DISCLOSURE

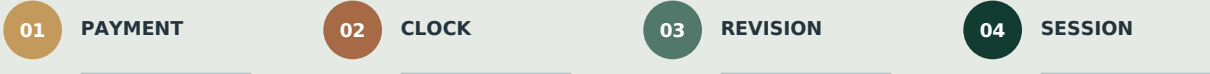
“This resume was professionally written and personally reviewed by [YOUR NAME], drawing on [VERIFY: relevant experience or credential]. Drafting may involve AI-assisted tools as part of the writing process, the same way spell-check or formatting software is part of it — every document is reviewed and finalized by a person before it goes out. [YOUR BUSINESS NAME] does not guarantee an interview, a job offer, or how any specific employer, automated screening system, or hiring process will respond to the document. Hiring decisions are made by employers, not [YOUR BUSINESS NAME], and are often decided by factors outside anyone’s control.”

NO-GUARANTEE STATEMENT

“[YOUR BUSINESS NAME] does not offer an interview guarantee or a rewrite-until-hired promise. A strong resume improves a candidate’s chances, but hiring decisions are made by employers and are frequently influenced by factors no resume can control — including internal candidates being selected before an opening is ever posted publicly. [YOUR BUSINESS NAME]’s commitment is to the quality and accuracy of the work delivered, not to a guaranteed outcome.”

| TERM         | CUSTOMIZE / VERIFY                                          |
|--------------|-------------------------------------------------------------|
| AI use       | Disclosure matches the tools actually used [VERIFY]         |
| Human review | Named reviewer and claimed experience are accurate [VERIFY] |
| Outcome      | No interview or offer guarantee                             |
| Accuracy     | Client confirms the facts used in the documents [VERIFY]    |

# 6. Terms: payment, revisions and sessions



## PAYMENT TIMING

“Full payment is due before work begins. Once payment is received, the stated turnaround clock starts for the resume portion, with the rest of any bundle following after.”

## REVISION SCOPE

“The one included revision round covers a single, consolidated list of changes submitted within [SET YOUR REVISION WINDOW] of delivery. Send everything you want changed at once rather than in pieces — that’s what keeps it to one round. Requests after that window, or a second round of changes, are treated as new work.”

## INTERVIEW-PREP TIME CAP

“The interview prep session is a focused [SET SESSION LENGTH] call, not open-ended coaching. It covers how to talk through the resume, answer the questions most likely to come up, and read what an interview outcome does and does not mean.”

| BEFORE PAYMENT                           | BEFORE DELIVERY                    |
|------------------------------------------|------------------------------------|
| Price, scope, turnaround, payment timing | Accuracy check and client approval |
| Revision window and extra-work rule      | Document Inspector hygiene pass    |
| Session length and scheduling rule       | Word/PDF files and delivery record |

# 6. Terms: files, refunds and delivery



## DOCUMENT INSPECTOR COVERAGE

“Every file delivered — resume, cover letter, thank-you letter, and any other document — goes through Word’s Document Inspector before it reaches the client, stripping author name, last-modified-by, comments, and tracked-changes history from each one.”

## REFUND POLICY

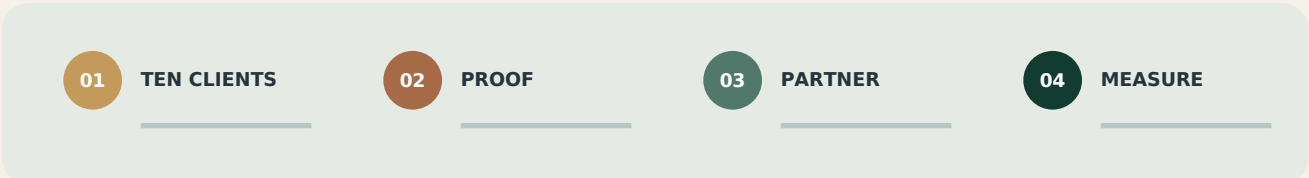
“Payment covers the work of writing and delivering the documents. Once a draft is delivered, the remedy is the included revision round, not a refund. This is the same structure every competitor researched uses — a rewrite guarantee, never a refund.”

Before this goes live: this wording is not attorney-reviewed. It is meant to be read and shown to clients, not signed as a standalone contract, so how it actually gets delivered — displayed on an invoice, built into a short intake form, read aloud before the first paid job — still needs deciding.

| DELIVERY CONTROL           | RECORD                                         |
|----------------------------|------------------------------------------------|
| Terms shown before payment | Date / method / client acknowledgement         |
| Source facts confirmed     | Client approval                                |
| Files inspected            | Inspector complete                             |
| Final files delivered      | Format / date / version                        |
| Revision received          | Consolidated list / date                       |
| Closeout complete          | Balance / testimonial ask / retention decision |

CORE GUIDE 07

# 7. First 90 days and the one metric



| WINDOW     | ACTION                                                                                                          |
|------------|-----------------------------------------------------------------------------------------------------------------|
| Days 1-30  | Ten paid resumes at a fixed price. Written testimonial from every one.                                          |
| Days 31-60 | Turn the ten into proof. Package pricing. Booking link. Approach one local staffing agency about overflow work. |
| Days 61-90 | Approach an employer about outplacement, and price the federal resume separately.                               |

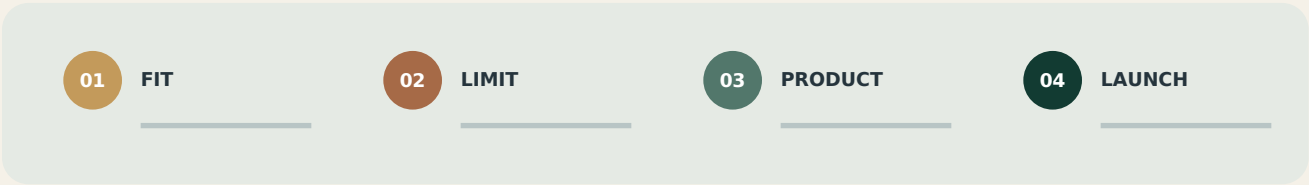
THE ONE METRIC

The one metric: paid clients per month, and interview rate. Not revenue. If clients are not getting interviews, the testimonials dry up and the referral engine — which is the whole business — stops.

| MONTH | PAID CLIENTS | INTERVIEWS | RATE | REFERRALS / NOTE |
|-------|--------------|------------|------|------------------|
| 1     |              |            |      |                  |
| 2     |              |            |      |                  |
| 3     |              |            |      |                  |

CORE GUIDE 08

# 8. Honest assessment



It trades hours for dollars, so it does not scale without becoming a product.

At realistic package pricing and realistic volume, this is a meaningful contributor but not necessarily a full replacement on its own. It becomes one if the outplacement contracts land, or if the resume knowledge becomes a product you sell rather than a service you perform.

The recommendation. Build the offer, select a launch date, and aim the first ninety days at the customer segment with the greatest need and the least coverage.

| ASSESS      | QUESTION                                        | DECISION |
|-------------|-------------------------------------------------|----------|
| Credibility | Which experience or credential can you prove?   |          |
| Market      | Who is not fully served by free options?        |          |
| Capacity    | How many clients fit the calendar?              |          |
| Economics   | What do actual hours show?                      |          |
| Scale       | Service, outplacement, product, or combination? |          |
| Timing      | What must be clear before launch?               |          |

WORKSHEET 01

# Startup Checklist

01

VALIDATE

02

DEFINE

03

DELIVER

04

PROVE

| DONE                     | ACTION                                                                                           | OWNER / DATE / NOTES |
|--------------------------|--------------------------------------------------------------------------------------------------|----------------------|
| <input type="checkbox"/> | Post one fixed-price résumé offer and record qualified responses.                                |                      |
| <input type="checkbox"/> | Check licensing, zoning, and tax rules for your own city and state before starting.              |                      |
| <input type="checkbox"/> | List only credentials and experience you can verify [VERIFY].                                    |                      |
| <input type="checkbox"/> | Define packages, turnaround, revision window, payment, and refund terms.                         |                      |
| <input type="checkbox"/> | Set a secure intake, file-naming, storage, inspection, delivery, and deletion workflow [VERIFY]. |                      |
| <input type="checkbox"/> | Complete ten paid résumés and track actual hours by task.                                        |                      |
| <input type="checkbox"/> | Ask for a written testimonial at handoff; never invent one.                                      |                      |
| <input type="checkbox"/> | Build package pricing and a booking link from real results.                                      |                      |
| <input type="checkbox"/> | Approach one staffing agency and one employer account.                                           |                      |

WORKSHEET 02

# Equipment and Budget Worksheet

01

SOFTWARE

02

PRIVACY

03

BOOKING

04

CASH

| ITEM                              | NEEDED? | ESTIMATE | ACTUAL | NOTES |
|-----------------------------------|---------|----------|--------|-------|
| Computer / monitor / backup       |         |          |        |       |
| Word-processing and PDF tools     |         |          |        |       |
| Secure storage / backup           |         |          |        |       |
| Video / phone / scheduling tools  |         |          |        |       |
| Booking and payment tools         |         |          |        |       |
| Website / domain / email          |         |          |        |       |
| Credential or training [VERIFY]   |         |          |        |       |
| Insurance / legal review [VERIFY] |         |          |        |       |
| Marketing / printed materials     |         |          |        |       |
| Working capital / contingency     |         |          |        |       |

BUDGET CONTROL

TOTAL ESTIMATE: \_\_\_\_\_ TOTAL ACTUAL: \_\_\_\_\_ CASH RESERVE: \_\_\_\_\_

WORKSHEET 03

# Pricing and Estimate Template

01

SCOPE

02

HOURS

03

PACKAGE

04

PRICE

| CLIENT | TARGET ROLE | ESTIMATE # | DATE |
|--------|-------------|------------|------|
|        |             |            |      |

| INPUT                     | BASIS                                    | AMOUNT |
|---------------------------|------------------------------------------|--------|
| Package                   | Tier 1 / Tier 2 / federal / outplacement |        |
| Intake                    | Expected time                            |        |
| Résumé writing and review | Expected time                            |        |
| Cover / thank-you letter  | Expected time                            |        |
| LinkedIn profile          | Expected time                            |        |
| Interview preparation     | Fixed session length                     |        |
| Revisions                 | Included window / extra work             |        |
| Software / processing     | Per-client allocation                    |        |
| Tax [VERIFY]              | Applicable local rule                    |        |
| Total                     |                                          |        |

WORKSHEET 04

# Invoice Template

01

CLIENT

02

SCOPE

03

TOTAL

04

DUE

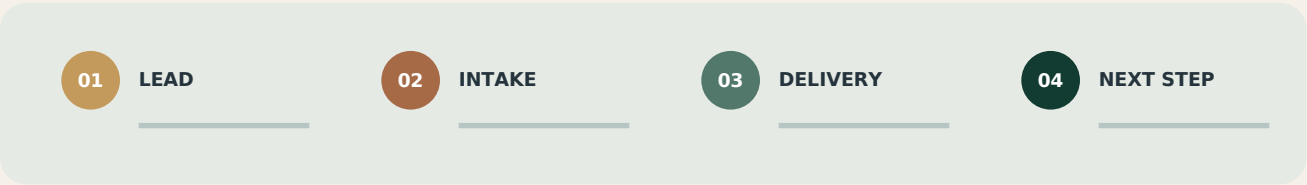
| BUSINESS | CLIENT | INVOICE # | DATE / DUE |
|----------|--------|-----------|------------|
|          |        |           |            |

| DESCRIPTION                     | SERVICE PERIOD / QTY | RATE | AMOUNT |
|---------------------------------|----------------------|------|--------|
| Résumé service                  |                      |      |        |
| Cover letter / thank-you letter |                      |      |        |
| LinkedIn profile                |                      |      |        |
| Interview preparation           |                      |      |        |
| Federal résumé                  |                      |      |        |
| Outplacement / other            |                      |      |        |

| SUMMARY      | AMOUNT |
|--------------|--------|
| Subtotal     |        |
| Tax [VERIFY] |        |
| Total        |        |
| Balance due  |        |

WORKSHEET 05

# Client Job Log and Lead Tracker



**BUSINESS ACCOUNT** | Outplacement work can convert one relationship into support for many departing employees.

| DATE | LEAD / SOURCE | SERVICE | QUOTE | STATUS / NEXT STEP |
|------|---------------|---------|-------|--------------------|
|      |               |         |       |                    |
|      |               |         |       |                    |
|      |               |         |       |                    |
|      |               |         |       |                    |

| JOB | INTAKE | HOURS | DELIVERY | REVISION | OUTCOME / REFERRAL |
|-----|--------|-------|----------|----------|--------------------|
|     |        |       |          |          |                    |
|     |        |       |          |          |                    |
|     |        |       |          |          |                    |

ONE METRIC

PAID CLIENTS THIS MONTH: \_\_\_\_\_ INTERVIEWS: \_\_\_\_\_ INTERVIEW RATE: \_\_\_\_\_ REFERRALS: \_\_\_\_\_

WORKSHEET 06

# Client Data, Terms and Compliance

01

VERIFY

02

PROTECT

03

INSPECT

04

DOCUMENT

Check licensing, zoning, and tax rules for your own city and state before starting.

| CHECK                    | CONTROL                                                                                                      | INITIALS / NOTES |
|--------------------------|--------------------------------------------------------------------------------------------------------------|------------------|
| <input type="checkbox"/> | Credentials, counseling experience, affiliations, and testimonials are accurate [VERIFY].                    |                  |
| <input type="checkbox"/> | Client terms and disclosures were reviewed for the business [VERIFY].                                        |                  |
| <input type="checkbox"/> | Client identity, contact data, work history, and drafts use a defined storage and deletion process [VERIFY]. |                  |
| <input type="checkbox"/> | The client confirmed factual accuracy before final delivery.                                                 |                  |
| <input type="checkbox"/> | AI-assisted work, human review, and outcome limits were disclosed [VERIFY].                                  |                  |
| <input type="checkbox"/> | Every delivered file passed the Document Inspector hygiene step.                                             |                  |
| <input type="checkbox"/> | Payment, turnaround, revision, refund, and session rules were acknowledged.                                  |                  |
| <input type="checkbox"/> | Final files, delivery date, revision status, and closeout were recorded.                                     |                  |

STOP RULE

If a claim, credential, client fact, term, file, or privacy step cannot be confirmed, stop and mark it [VERIFY] before publishing or delivery.