
NICHE • REBUILD • PRACTICE

CIVILIAN CAREER COACHING GUIDE

Choose a defined audience.

Sell a tangible deliverable.

Build through referrals.

NICHE | RESUME | INTERVIEW | REFERRAL

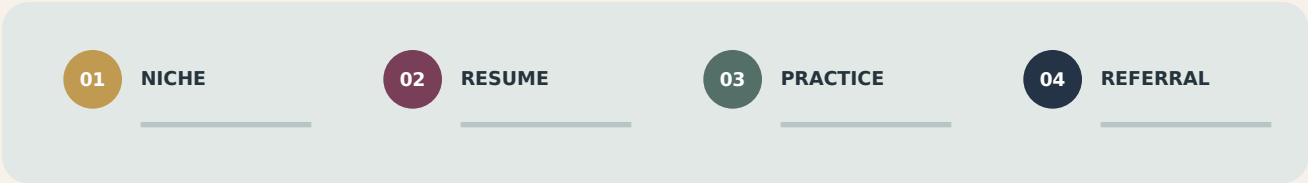
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to choose a viable niche, define the resume-and-interview offer, budget credentials and tools, estimate individual or organization-funded work, document scope and outcome limits, invoice completed services, track referrals, and control privacy, employment-law, credential, advertising, insurance, and client-welfare risks.

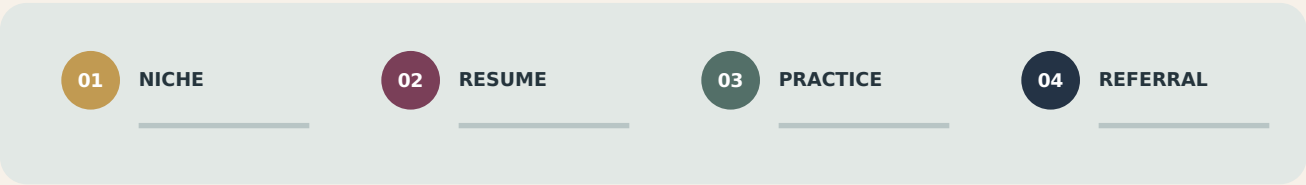


TARGETED REBUILD | Translate mobility, gaps, adaptability, and experience against three actual job postings.

PIECE	USE
Core guide	Test a defined military-spouse or mobile-professional niche with a tangible resume rebuild and interview session before expanding into general coaching.
Operating kit	Use the startup, budget, estimate, coaching agreement, invoice, tracker, and compliance pages for every client or sponsor.

CORE GUIDE 01

1. The bet



The core assumption that must be true: a civilian job seeker will choose the service over thousands of career coaches already selling similar help online, at the same price, with better websites.

This is a difficult model and the document says so up front. The market is enormous, which sounds good and is not — a large market with no barrier to entry means infinite competition and no pricing power. Career coaching is one of the most crowded service categories in existence.

There is exactly one version of this that works: do not sell to civilians in general. Sell to military spouses and to the civilian side of the transition. That is a specific person with a specific problem, and it is a problem a qualified provider may be equipped to solve.

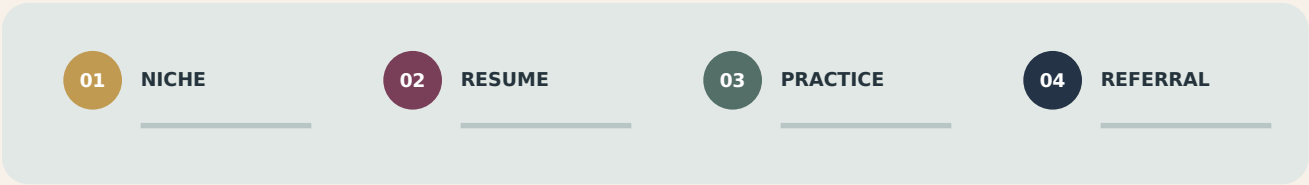
The fastest zero-budget test: offer ten free resume reviews to military spouses through relevant spouse groups. Count how many come back with a second question unprompted. A second question is the buying signal. If nobody comes back, the need is not strong enough to charge for.

The three biggest reasons it fails:

BUSINESS LENS	CONTROL
Niche	Name the specific mobile professional and the exact career interruption being solved.
Deliverable	A resume rebuild plus interview session is visible, bounded, and easy to understand.
Referral	Track second questions and referrals rather than assuming broad-market demand.

CORE GUIDE 01

1. The bet Continued



Undifferentiated. If your pitch is “I help people find jobs,” you are competing with LinkedIn, Indeed’s free tools, every state workforce center, and roughly ten thousand coaches with the same page.

Individuals pay badly and hurt. A person out of work is the worst-funded customer in any market, and taking their money when they cannot find work feels bad and often is bad.

The results are not yours to control. You can produce a strong resume and a well-prepared candidate, and they still do not get hired. Coaching on an outcome you do not control creates unhappy clients no matter how good the work is.

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CORE GUIDE 02

2. Who pays, in their own words

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Narrow it to the military spouse. She has moved four times in nine years, has an interrupted resume that looks unstable to a civilian recruiter, and has taken jobs beneath her qualifications every time.

What she actually says:

"Every time we PCS I start over."

"My resume looks like I can't hold a job."

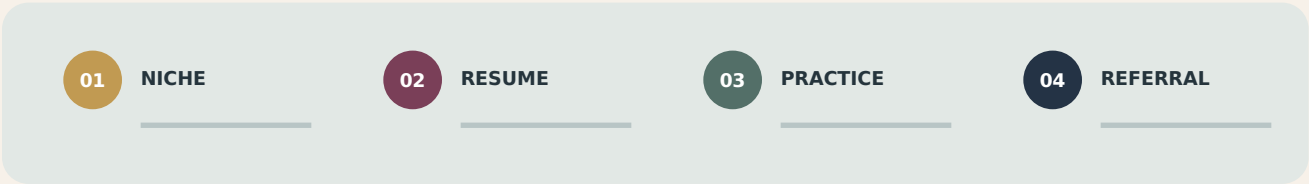
"I have a degree I've never really used."



INTERVIEW PRACTICE | Rehearse difficult questions, refine evidence, and separate preparation from outcome promises.

2. Who pays, in their own words

Continued



“They ask why there’s a gap and I don’t know what to say.”

“I need something I can take with us next time.”

What she has already tried: applied to dozens of postings and heard nothing, used a free base employment readiness program, rewritten her resume herself several times.

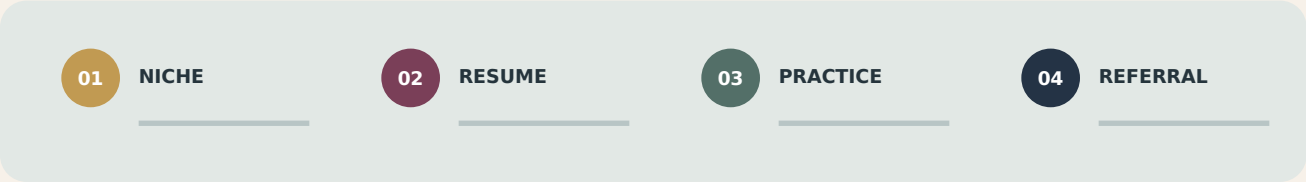
Where she is: installation spouse groups, spouse employment organizations, community bulletin boards, professional networks, and referrals.

What triggers the buying decision: PCS orders, or the moment her youngest starts school and she decides this is the year she goes back to work.

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CORE GUIDE 03

3. The smallest version you can charge for



Not coaching. One product: the resume rebuild plus one interview session.

She sends her existing resume and three job postings she wants. You return a rewritten resume that reframes the moves as adaptability rather than instability, plus a 45-minute call working the questions she is afraid of. Turnaround one week.

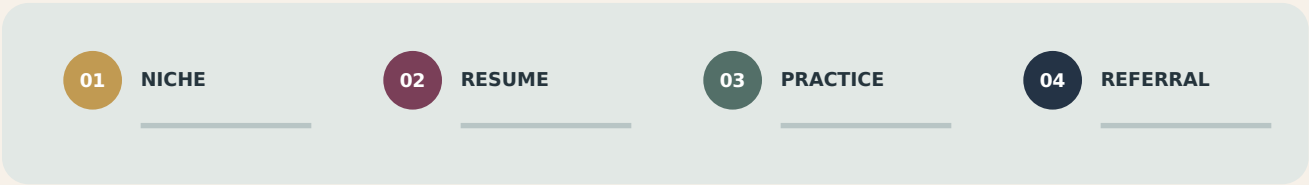
A resume is a tangible object. It gets bought far more easily than coaching, because the buyer can picture exactly what she receives.

Fastest path to the first paying customer: spouse groups, spouse employment organizations, and personal referrals. Do three free ones and ask each participant to tell one friend. This market runs almost entirely on referral and almost not at all on advertising.

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CORE GUIDE 04

4. What it actually takes



Licensing and certification. None required. But this is the one line of the three where a credential genuinely moves the needle, because the buyer cannot otherwise tell you apart from anyone else:

CPRW (Certified Professional Résumé Writer), through the Professional Association of Résumé Writers and Career Coaches. The most recognized resume-writing credential. Verify current cost at parw.com.

GCDF (Global Career Development Facilitator) or CCSP (Certified Career Services Provider) — career development credentials. Verify at cce-global.org and ncda.org respectively.

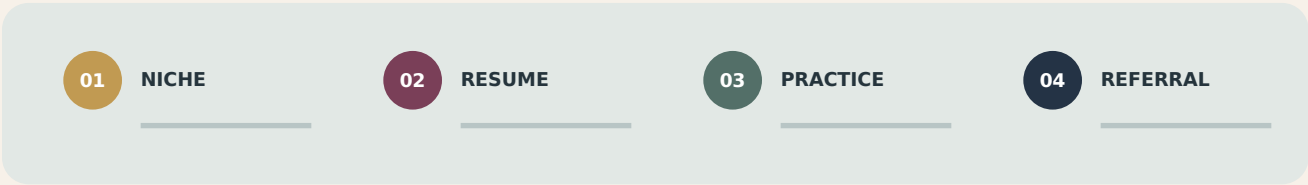
I do not have current prices for any of these that I would state as fact. Get quotes directly before budgeting.

Equipment and services, cheapest source each:

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CORE GUIDE 04

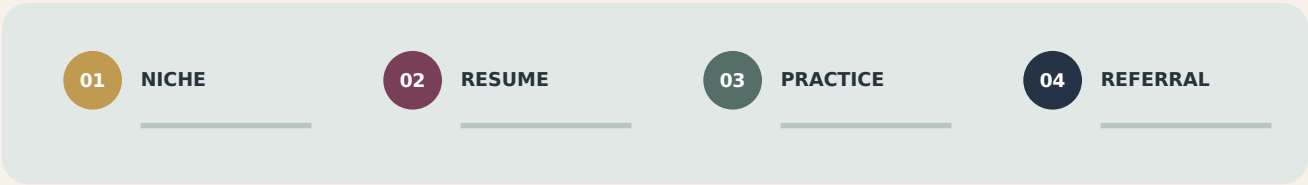
4. What it actually takes Continued



Realistic startup total: \$300 to \$1,500, essentially all of it insurance and the optional credential.

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5. Pricing



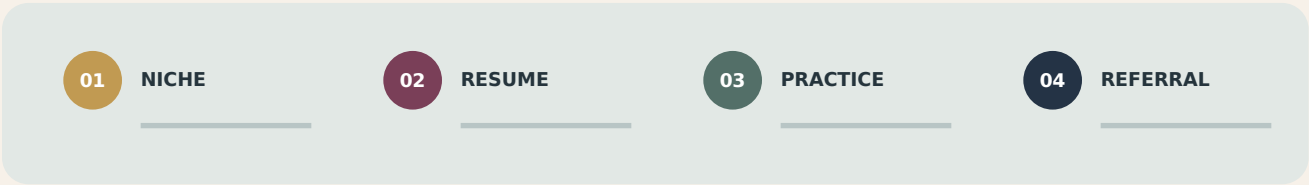
Which model maximizes early revenue: the mid tier at \$295. The low tier does not pay for the hour it takes. The premium tier requires trust that referrals have not built yet.

But the model that actually makes this line viable is not on the table above: sell it to an employer or an organization instead of selling it to the job seeker. A company that just relocated staff, a support organization, or a nonprofit with an employment grant can buy twenty resume rebuilds at \$200 each as a program. Same work, one invoice, no individual haggling, and nobody unemployed is handing over personal funds.

The person who benefits and the person who pays do not have to be the same person. That is the strongest version of this model.

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6. First 90 days



Days 1-30. Ten free resume rebuilds for military spouses. Track how many come back with a second question. Save every before-and-after — those are your proof.

Days 31-60. Set the price at \$295. Sell five. Approach two organizations about buying a block for their people.

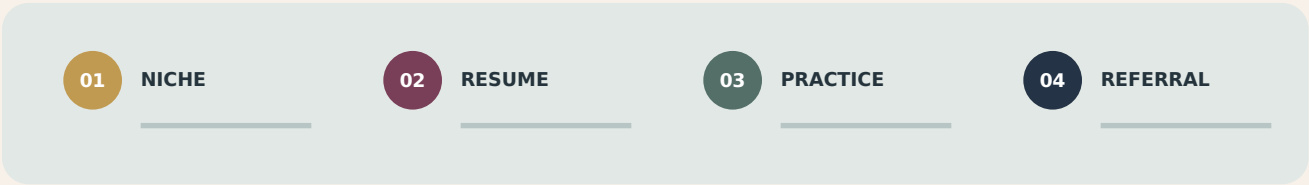
Days 61-90. If individual sales are grinding and block sales are not landing, stop. This is the line to kill first if your hours are scarce, and there is no shame in that — it exists to be tested cheaply and abandoned quickly if it does not earn its place.

The one metric: referrals received per completed client. Below one, this line does not sustain itself and no amount of marketing will fix it.



ORGANIZATION-FUNDED DELIVERY | One sponsor can purchase a defined block of services for the people it supports.

7. Honest comparison



Among adjacent service models, employer-side consulting may offer the highest revenue per hour and the longest sales cycle; business startup coaching may offer a warmer audience and low startup cost; civilian career coaching has the largest market and weakest general position, making the defined niche and organizational buyer essential.

Employer-side consulting — highest revenue per hour, longest sales cycle, and greatest professional-boundary exposure

Veteran business startup coaching — warm audience, low startup cost, and built on reusable materials

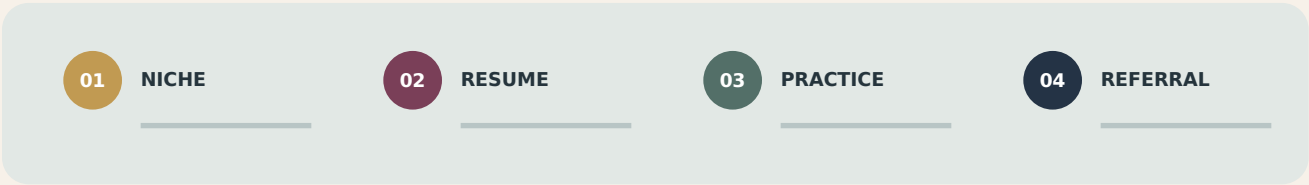
Civilian career coaching — largest market, weakest general position, and viable only through a defined niche and organizational buyers

If time is limited, test this model cheaply and continue only if referrals and organization-funded work justify the hours.

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CORE REFERENCE

Startup Cost Reference

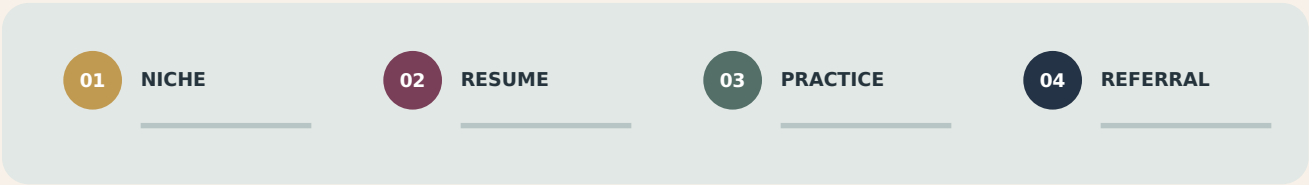


Use the source range as the planning baseline, then replace personal or already-owned assumptions with actual quotes for the new business.

Item	Planning Source	Approximate Cost
Business entity and registrations	Confirm for the business	[VERIFY]
Website and business email	Domain and professional email provider	[VERIFY]
Word processing	Professional document software	[VERIFY]
Resume templates	Build original, accessible templates	Time and design cost [VERIFY]
Applicant tracking check	Free or paid matching tool	\$0 upfront or subscription [VERIFY]
Video calls	Secure meeting platform	\$0 upfront or subscription [VERIFY]
Scheduling and payment	Booking plus invoicing or payment tool	\$0 upfront plus processing [VERIFY]
Professional liability insurance	Compare qualified insurers	Roughly \$300-\$600/year — verify quotes
CPRW credential	Professional Association of Résumé Writers and Career Coaches	Verify current cost

CORE REFERENCE

Source Pricing Reference



The source recommends testing the mid-tier offer first. Confirm actual workload, revision limits, payment processing, and margin before publishing prices.

Tier	Offer	Price	Use
Low	Resume review with written feedback, no rewrite	\$75-\$125	Limited entry offer
Mid	Resume rebuild plus 45-minute interview session	\$250-\$400	Recommended first offer
Premium	Resume, cover letter, LinkedIn rebuild, two coaching sessions, 60 days of email follow-up	\$600-\$900	Requires trust and clear support limits

WORKSHEET 01

Startup Checklist

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DONE	ACTION	OWNER DATE NOTES
☐	Choose a defined audience such as military spouses or another mobile professional group rather than civilians in general.	
☐	Run ten free resume reviews and track second questions, completed follow-ups, referrals, and common language.	
☐	Define the launch offer: resume rebuild against three target postings plus one 45-minute interview session.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm coaching, resume-writing, employment, advertising, privacy, data, tax, accessibility, and record requirements [VERIFY].	
☐	Obtain professional liability, cyber, general liability, and business-property coverage quotes [VERIFY].	
☐	Create intake, consent, job-target, resume, revision, interview, handoff, confidentiality, and testimonial records.	
☐	Set written boundaries for employment-law advice, application accuracy, credentials, references, hiring outcomes, and mental-health concerns [VERIFY].	
☐	Build original resume templates and quality checks for accuracy, readability, accessibility, and applicant-tracking compatibility [VERIFY].	
☐	Approach two employers or organizations about purchasing a defined block of services for participants.	
☐	Track referrals per completed client, delivery hours, revision load, sponsor sales, and client follow-through.	

WORKSHEET 02

Tools and Budget Worksheet

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CAREER SERVICE KIT | Standardize intake, resume production, interview practice, scheduling, privacy, and handoff.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, registrations, licensing, tax, contracts, and professional review [VERIFY]				
Professional liability, cyber, general liability, and business-property coverage [VERIFY]				
Computer, monitor, webcam, headset, lighting, backup, security, and replacement reserve				
Word processing, PDF, resume, applicant-tracking, meeting, scheduling, payment, and e-signature tools				
Website, business email, phone, client portal, intake, file sharing, and data security [VERIFY]				
Original resume, cover-letter, LinkedIn, interview, instruction, and handoff templates				
Credential, membership, training, continuing education, and renewal costs [VERIFY]				
Marketing, sample work, networking, workshops, referral relationships, and sponsor outreach				
Bookkeeping, merchant fees, taxes, accessibility, legal review, privacy, and records [VERIFY]				
Contractor editing, proofreading, quality control, overflow, and administrative support [VERIFY]				
Working capital, refunds, rework, chargebacks, data incident, downtime, and reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

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REFERRAL

CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Career intake and target review	Client and three job postings	
Resume review	Written feedback only	
Resume rebuild	Scope, length, and target	
Cover letter	One or multiple versions	
LinkedIn profile rebuild	Sections included	
Interview session	Length and number	
Email follow-up	Duration and limits	
Organization-funded participant block	Participants × service	
Additional revision or rush [VERIFY]	Written basis	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Career Service Agreement

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FIELD	AGREED DETAIL
Client, sponsor, participant, contact, billing, service dates, and decision-maker	
Target roles, locations, work arrangement, industry, level, compensation, and constraints	
Existing resume, career gaps, moves, education, credentials, work authorization, and source documents	
Selected offer, resume, cover letter, profile, interview, follow-up, turnaround, and file formats	
Three target postings, keywords, applicant-tracking considerations, and client approval [VERIFY]	
Client responsibility for truth, dates, titles, duties, achievements, credentials, references, and final review	
Revision rounds, request deadlines, change of target, added documents, rush work, and out-of-scope changes	
Interview practice, questions, recording, feedback, homework, and session cancellation [VERIFY]	
No guarantee of interviews, offers, compensation, retention, employer response, or hiring outcome	
No legal, immigration, tax, mental-health, credentialing, background, or employment-law advice [VERIFY]	
Fee, deposit, sponsor payment, refund, cancellation, rescheduling, chargeback, and late-payment terms	
Confidentiality, privacy, sensitive data, sharing, storage, backup, retention, deletion, and breach response [VERIFY]	
Ownership, client license, template protection, portfolio use, testimonial, and before-and-after permission [VERIFY]	
Completion, delivery, acceptance, handoff, support period, complaint, and dispute terms [VERIFY]	
Client, sponsor when applicable, and provider signatures	

WORKSHEET 05

Invoice Template

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REFERRAL

BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Resume review			
Resume rebuild			
Interview session			
Cover letter			
LinkedIn profile rebuild			
Follow-up support			
Organization participant block			
Approved additional work			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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REFERRAL

DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	CLIENT / SPONSOR	OFFER	STATUS	2ND QUESTION	REFERRAL

ONE METRIC

REFERRALS PER COMPLETED CLIENT: _____ SECOND QUESTIONS: _____ SPONSOR SALES: _____

WORKSHEET 07

Career Coaching Compliance and Client Protection

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REFERRAL

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

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, coaching, resume-writing, employment, advertising, privacy, accessibility, and local rules are confirmed [VERIFY].	
☐	Professional liability, cyber, general liability, property, subcontractor, and sponsor-required coverage are confirmed [VERIFY].	
☐	Credentials, memberships, education, experience, testimonials, placements, results, and affiliations are stated truthfully and can be documented.	
☐	Written scope defines deliverables, revisions, timing, support, sponsor relationships, refunds, and outcome limits before work begins.	
☐	Client facts, dates, titles, achievements, credentials, references, work authorization, and final documents are verified by the client.	
☐	No employment, compensation, interview, offer, retention, applicant-tracking, or employer-response outcome is promised.	
☐	Privacy controls cover resumes, contact data, employment history, military or family information, recordings, payments, sharing, retention, deletion, and breaches [VERIFY].	
☐	Employment-law, immigration, discrimination, disability, mental-health, credentialing, background, tax, and legal questions are referred appropriately [VERIFY].	
☐	Work stops when the request requires deception, invented experience, false credentials, unlawful discrimination, unauthorized legal advice, or unsafe client support.	

STOP RULE

Do not begin or continue work until the target and deliverables are clear, client facts can be documented, privacy is protected, scope and outcome limits are accepted, coverage applies, and any legal, employment, immigration, or mental-health issue outside competency is referred appropriately.