

Program Comparisons



Program Features	Essential Executive	Elevated Executive	Elite Executive	Legacy Executive
Custom Executive Resumes	3 Industry or Discipline Specific Versions	5 Industry or Discipline Specific Versions	No Limit	No Limit with Bi-Annual Refresh
T-Cover & Introductory Letters	4 Tailored T-Letters and Cover Letters	8 Tailored T-Letters and Cover Letters	Unlimited, Ongoing Refinement	Unlimited, Most Advanced and Refined
LinkedIn Optimization	Included	Included	Premium Level	Premium with Regular Updates
Job Search Strategy Plan	Personalized	Advanced & Tailored	Strategic, High Touch	Long Term Visibility Strategy
Zoom Coaching Calls	One-On-One (2 Per Month)	One-On-One (3 Per Month or as Needed)	Unlimited, On Demand	Unlimited, On Demand
Email Access/ Consulting with Rick	Limited With Rick	Expanded	Unlimited, On Demand (24 Hour Response)	Unlimited, On Demand (12 Hour Response)
Interview & Board Prep	Basic Prep	1-On-1, Mock Interviews	Deep Level Prep	Most Advanced Prep, Plus Keynote, Panel, Board Training
Branded Landing Page	N/A	Custom + Domain	Premium + SEO	Premium + Video Integration
Hosting & SEO	N/A	Included	Maintained	Ongoing Optimization
Direct Marketing to Companies	N/A	Targeted Outreach	Strategic Outreach	Fortune 500 + PE Board Outreach
Recruiter Introductions	Industry Recruiters	Expanded Network	Full Access	VIP Board & CEO Network
Podcast Branding Interview	N/A	N/A	Featured On Boardroom Spotlight	Premium Feature Series With 2 Guests Spots on Boardroom Spotlight
Podcast Promotion	N/A	N/A	National Distribution	Multi-Channel Campaign
In Person Consulting	N/A	N/A	One Time, Global Location of Choice	Multi-Day Intensive (Once Per Year - Global)
Thought Leadership Publishing	N/A	Strategy + Articles on LinkedIn	Ongoing Publishing on LinkedIn and Landing Page	Articles, Video, Media on Most Media Platforms
Hidden Job Market Access	Included	Included	Included	Included
Leadership Retreat Access	1 Year Invite (With Guest)	2 Year Access (With Guest)	Lifetime Access (With Guest)	Lifetime Access + Mastermind (With Up To 3 Guests)
Personal Guarantee	90 Day 100% Satisfaction	180 Day Traction Guarantee	2x ROI Placement Guarantee	3x ROI Placement Guarantee plus Brand Refresh
Success Genome Program	Included	Included	Advance	Advanced
Client Portal	Included	Included	Included	Included
Program Duration	3 Months	6 Months	9 Months	24 Months
Package Price	\$1,500 Retainment	\$3,000 Retainment	\$5,500 Retainment	\$12,500 Retainment