



RESUME BUSINESS PLANNING GUIDE

Kara Varner

DESIGN YOUR BUSINESS



Imagine how it will feel when you create a profitable resume writing and interview coaching business.

Can you imagine that?

With a resume business, you will be able to maximize your income earning opportunities a little *or* A LOT!

To get started with the journey of creating YOUR Resume Business, there are a few important preliminary decisions that you will want to make. They are fairly simple - and even FUN decisions - so don't get worried.

Once you have made these decisions (which you can change at any time) you will find that you have already constructed the 'bones of your business'!



START WITH WHAT YOU ALREADY KNOW

When you are just starting out, one of the easiest ways to kick-start your Resume Business is by choosing a niche or specific skill area that you already know a lot about.

Use that insider's knowledge!

What are some skills, job knowledge, or experiences that you have?

teaching - health care - cooking - art - cyber security - military
- human resources - retail - law - training - managing -
engineering? **List as many skills as you can think of here:**

LET'S GET CREATIVE

#1 What Type of Resume Business are You Going to Create? Part-time, Full-Time, All-in? Just Resumes or Resumes & Interview Coaching? If you work full time, it may be good to start part-time and grow from there.

#2 What Are You Going to Name Your Business? Once you've chosen a name for your business, something starts to *shift and the* journey starts to become real. The perfect business name may not come to you right away, so don't get stuck here.

I can provide a fun exercise to try if you don't find a name you *love*. The GOAL right now is to choose a name, so that you can move on and begin creating your business and identifying the people you will serve.

#3 What Are You Going to STOP Doing in Your Professional or Personal Life Once You're Generating Revenue with Your Business?

#4 What are You Going to Start Doing to Move Towards Creating Your Resume Business?

WHAT DO YOU WANT TO DO IN YOUR BUSINESS?

You can choose multiple revenue streams

CHECK THE BOXES & CHOOSE THE SERVICES (INCOME STREAMS) THAT YOU WILL OFFER IN YOUR BUSINESS



Resume Writing



Career Documents & LinkedIn Profiles



Interview Coaching



Teaching Workshops



Outplacement Services for Corporations



Graduate Resumes



Career Advice



One-on-One Consulting



Resume Writing

But what about the writing... you might be thinking - "I'm not a great writer, I can't even write my own resume". Truth be told, writing your own resume is often the hardest resume to write - that's what makes for so many clients!

Let's explore this 'limiting belief' of not being able to write a resume. You can learn, right?

Think of ALL the things you have had to learn for various jobs that you have held. This really is no different, and best of all you can do it in your PJs while wearing your bunny slippers! You do have bunny slippers, right?

There is also a whole section in The Resume Starter Course that gives you the 10 Step Insider's Secret Process for writing resumes- fast! *Of course.* I've got you covered!



IS THIS BUSINESS IN DEMAND?

Yes! More so now than ever! As this is created, the Pandemic of Coronavirus has completely changed the way we live and work. The unemployment rate is hitting new highs.

When the dust settles, people will need to create, update, and re-target their resumes. This is a great time for you to grow a business that provides a service that will help SO many!

Resumes, in one form or another, will always be around. I have found that my business thrives in times of record low unemployment, as people switch careers and work towards promotions -- and in times of worldly challenges.

You can feel comfortable knowing that you are creating a business that will always be in demand!

Believe

The fact is, if you want a simple business model that is basically recession proof, with little overhead, a good balance of independent work and client interface (*if you choose - or none at all*) - a Resume Writing & Interview Coaching Business is a great fit!

Take this journey with me, and I will show you what it takes to move from being sick and tired of your 9-to-5, punching someone else's time clock, and sacrificing your personal and family quality time, to **owning** your time, **choosing** your projects, and **scaling** your revenue.

Watch your inbox!

I'll soon be sending you a personal invite for The Resume Business Starter Course that sets you up for success from Day 1.

Just for you!



Kara Varner

PEEK INSIDE

WHAT IT'S LIKE BEING THE OWNER OF A THRIVING RESUME & INTERVIEW COACHING BUSINESS

Being the owner of a Resume Business is creating one of the most IMPACTFUL businesses that exists for helping a person change their career trajectory and possibly their life, while growing *your* income and improving *your* freedom to choose the quality of your life.

While helping clients realize their career dreams, I have been able to personally grow my business to 6 figures, and I'm only really getting started. Unlike other types of businesses, there is no escalating overhead or huge inventory, and little to no susceptibility to recessions and down economies.

My business has provided a life-changing quality of life and income for myself and my family. I attend almost all my kid's school events. I'm able to be there to see them off to school and help with homework in the evenings, and I don't have to ask to take off for doctor's or dentist's appointments. I set my own schedule and can schedule family vacations and pick up the entire tab ahead of time! Of course there is the pride and sense of accomplishment of having built a successful business of my very own.

A Resume Business enables me to truly live my life on *my* terms, working when and how I want, and serving a market that *wants and needs* my services. One of the best things about a Resume Business is that you can work it part-part time (for a little extra \$), part-time for more (\$\$) or full time for a more lucrative life-changing impact. Is it time to make your *shift* away from working for someone else in a day or night job, to something more enjoyable and sustainable?

You're also perfect for a Resume Business if you would rather enjoy the time and lifestyle freedom of working for yourself that a Resume Business provides, rather than working for a company or in a business that you don't enjoy.

I've never looked back after starting my Resume Business, and I suspect you wouldn't either. Ready to make a *shift*?

What would your
resume business
look like?



Kara Varner

NOTES

I want to start my own Resume Business, but I want to know more about....

I CAN find a few hours a week to start my business. What days would I choose? How many hours? *You don't need a lot, I started with 2 hours a week while working full time and raising 2 girls under 6.*

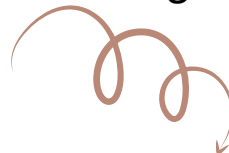
Days _____

Hours _____

If there was a course that would walk me Step-by-Step through setting up my business (*so I don't waste time or money and I avoid pitfalls*) am I ready to commit a few hours a week to starting my business? If not, what would I need to change to make room to start my new business?

THOUGHTS

*When you're ready to learn more about starting
YOUR Resume Business...*



GRAB YOUR SPOT IN THE RESUME BUSINESS STARTER COURSE




I'M IN!

Here are just a few of the topics covered in the

RESUME BUSINESS STARTER COURSE

- What is a Resume & Interview Coaching Business
- **10 Step Resume Writing PROCESS** for creating modern and powerful resumes fast!
- Create a **SOLID** business plan for your business
- **SOLIDIFY** your business name
- Make it Legal
- Make decisions about pricing for your services and the power of packages!
- Choose a niche or specific skill set that you'll specialize in (**NICHE DOWN**)
- Create your website and purchase your domain name
- Discover your brand identity and messaging
- Develop your **STRATEGIC** marketing plan
- Creating a schedule that works for you
- Identify your **IDEAL** clients
- On-boarding clients for collaboration
- Prioritizing & Managing Projects (Systems)

...and so much more!



SOME LAST THOUGHTS...

Stop for a minute and breathe....

Take a moment to reflect on what brought you here.

Because you came this far, you are considering a change. There are probably a lot of '*What if's*' and '*Can I's*' rolling around in your thoughts. I get that. I was the same way. *What if* I could provide the road map for you? *What if* I believe **YOU can** start a successful business?

I jumped in without a safety net - no road map to follow.

So I created **The Resume Business Starter Course** and the **The Resume Business Academy** to help you *successfully* navigate starting YOUR Resume Business RIGHT from day one - avoid pitfalls and sore right out the gate.

Don't wait another year to change your life!

I don't want you to look back in 3, 6 or even 12 months from now and wish that you had made a *shift*. As life changes, job security becomes *LESS and LESS* secure. I don't want you to be left wondering what could've been if only you had taken action.

Take action today to change your tomorrows!

Learn more about The Resume
Business Starter Course



Let's Go!

Kara Varner