



# The Resume & Career Practice

*People pay real money at the most motivated moment of their professional lives. Words and judgment in, \$400-1,500 packages out, from any laptop on earth.*

\$200-700

START LEAN

7-21 days

FIRST DOLLAR

90-95%

TYPICAL MARGIN

# Is this your business?

A resume and career services practice sells the highest-stakes document most people ever commission, plus the coaching around it: LinkedIn rewrites, interview prep, salary negotiation, and full job-search management. Buyers arrive urgent and pre-motivated, packages run \$400-700 for mid-career and \$800-1,500+ for executives, and the whole practice fits in a laptop. If you can interview people, find the story in a career, and write tight, the raw material walks in the door already paying.

\$200-700

LEAN STARTUP COST

\$1,500-3,500

STANDARD BUILD

7-21 days

TIME TO FIRST DOLLAR

90-95%

TYPICAL GROSS MARGIN

Yes, fully

SOLO-FRIENDLY

Yes, entirely

HOME-BASED

## BUILT FOR THESE FOUNDER TYPES

THE STORYTELLER

THE ADVISOR

2/5 difficulty

### THE HONEST FIT TEST

This is interviewing plus writing plus genuine empathy on deadline. Clients arrive anxious, sometimes freshly laid off, and you must extract a career story they cannot see themselves. If drawing people out feels natural and you can ship polished documents on a schedule, this fits. If client emotion drains you or your writing needs an editor, it will show immediately.

# Who pays, and why now.

Millions of Americans change jobs every year, and every active search runs through the same bottleneck: a resume, a LinkedIn profile, and an interview. Most people write their own resume exactly twice a decade, badly, at the worst possible moment. The buyers who pay professionals cluster at the high-stakes transitions: the laid-off director with a severance check and a mortgage, the manager gunning for VP, the military officer translating a career into civilian language, the returning parent, the fifty-something competing with thirty-somethings. Stakes plus urgency equals willingness to pay.

The market has been handed two gifts. First, applicant tracking systems: the overwhelming majority of large employers screen resumes by software before a human looks, and candidates know it, which created an entire buying category ("will my resume survive the ATS?") that did not exist fifteen years ago. Second, AI: candidates now mass-apply with generated resumes, employers drown in sameness, and the premium on a genuinely distinctive, human-interviewed career story has gone up, not down. You are not selling typing. You are selling positioning, and positioning survived AI just fine.

Pricing scales with the client's salary, which is the insider logic of the whole trade: a \$700 resume package is a rounding error against a \$150,000 job landed three weeks sooner. Mid-career packages run \$400-700, executive packages \$800-1,500 and beyond, with LinkedIn rewrites (\$200-400), cover letters, interview coaching (\$125-200 a session), and negotiation coaching stacking on top. One negotiation session that adds \$10,000 to an offer is the easiest testimonial you will ever earn.

The hidden B2B layer is where solo practices become firms: outplacement. When companies run layoffs, HR buys resume and transition services in bulk for departing employees, both for goodwill and litigation optics. A single mid-size layoff can be forty packages on one invoice. Recruiters, career centers, and executive coaches also refer steadily once they trust your work, because your deliverable makes their job easier.

WHO BUYS	WHAT THEY PAY	WHAT THEY ACTUALLY WANT
Mid-career professionals	\$400-700 per package	More interviews, a story that earns the next title, ATS confidence
Executives and senior leaders	\$800-1,500+ per package	Discreet positioning for boards, recruiters, and the hidden market
Career changers and veterans	\$350-600 per package	Translation: experience reframed for a new industry's language
Companies running layoffs (outplacement)	\$300-500 per employee, bulk	Soft landings, goodwill, and reduced legal friction at scale
Coaching clients (ongoing)	\$125-200 per session	Interview wins, negotiation gains, a search that actually converges

AVERAGE FIRST HUMAN SCAN OF A RESUME

## Under 10 seconds

After the software screen, a human gives the document seconds, not minutes. That brutal funnel is precisely why a professionally positioned resume is rational economics for anyone whose next job pays six figures: you are selling the difference between scanned and shortlisted.

# Every dollar, before you spend it.

This may be the leanest launch in the entire series: the tools are a laptop, a scheduling link, and craft. Spend where buyers can see it (certification, a sharp website, samples) and skip everything else until revenue tells you what to buy.

THE LEAN BUILD · START HERE	WHY IT EARNS ITS PLACE	COST
<b>LLC + EIN + business bank account</b>	Standard liability wall. THE LAUNCHPAD Module Three walks every step	\$50-500
<b>CPRW certification (PARWCC)</b>	The recognized credential buyers and referral partners check for; study plus exam	\$350-450
<b>Domain, email, one-page site</b>	Before-and-after samples, packages, calendar link. Your resume for your practice	\$60-150
<b>Scheduling + video tooling</b>	Calendly free tier plus Zoom covers intake interviews completely	\$0-20/mo
<b>Document tooling</b>	Word plus a clean template system you build once; PDF export, version control	\$0-10/mo
<b>Payment processing</b>	Stripe or Square invoicing; 50% deposit before work begins, always	% of sales
<b>Intake questionnaire + agreement</b>	Your career-history intake form and a simple service agreement, built once	\$0-150
<b>Lean total</b>		<b>\$200-700 to take the first client</b>

THE STANDARD BUILD · ADD AFTER FIRST REVENUE	WHAT IT UNLOCKS	COST
<b>Advanced certifications (NCRW, ACRW, NCOPE)</b>	The executive-tier credentials; NCOPE covers LinkedIn optimization specifically	\$400-1,200
<b>ATS testing tools</b>	Jobscan or similar: test deliverables against real parsing, and sell the proof	\$50-100/mo
<b>Professional association membership</b>	PARWCC or NRWA: referral directories, peer pricing data, continuing education	\$150-300/yr
<b>E&amp;O insurance</b>	Cheap peace of mind once volume grows; some outplacement contracts require it	\$25-40/mo

**THE RULE**

Your portfolio is the product, so manufacture it first: rewrite five real resumes (friends, family, one veteran, one executive) in exchange for permission to anonymize them as samples. Five strong before-and-afters convert better than any certification, and you will have written your process documentation by accident.

# Clean from day one.

No license, no state board, no regulator: anyone may sell resume services tomorrow, which is exactly why credentials and clean contracts are your differentiation. The legal work here is managing promises, privacy, and intellectual property in writing.

- Form the LLC and separate the money:** Standard protection, plus outplacement buyers and corporate clients expect to contract with an entity, not a person.
- Service agreement with every client:** Scope, deliverables, revision rounds (two is standard), turnaround times, and payment terms. The unlimited-revision client exists in every market; this paragraph is what retires them politely.
- Never guarantee a job or an interview:** Outcome guarantees are the trade's classic legal and ethical trap: you control the document, not the hiring market. Promise process, craft, and responsiveness in writing; let testimonials imply the rest.
- Truthfulness policy, in writing:** Clients will ask you to stretch dates, inflate titles, or invent degrees. A written policy that you decline fabrication protects your liability, your certifications, and your referral network. Frame honestly: fabrications surface in background checks and cost offers.
- Privacy and data handling:** You hold salary histories, layoff details, and ambitions clients have told no one. Confidentiality language in the agreement, encrypted storage, and never using a client sample without written permission.
- Certifications maintained honestly:** CPRW and peer credentials carry codes of ethics with teeth. Claim only the credentials you hold; the professional community is small and checks.
- IP ownership stated plainly:** The client owns their finished documents outright; you retain your templates, frameworks, and intake instruments. One sentence each, no ambiguity later.

## INSURANCE, SPECIFICALLY

E&O coverage at \$25-40 a month is inexpensive and becomes mandatory the moment you pursue outplacement contracts, where procurement will request a certificate. Until then, your real protection is the service agreement: defined scope, defined revisions, no outcome guarantees. General liability is largely irrelevant in a practice nobody visits.

## WATCH FOR

The desperation dynamic. Some buyers arrive in financial free-fall, and selling a \$700 package to someone who needs groceries is both an ethics problem and a refund problem. Build a low-cost option (a strategy session, a DIY teardown) for buyers who should not buy the full package, and say so honestly. The restraint costs you a few sales and builds the reputation that brings the executive clients.

Requirements vary by state and city. Verify with your state, city clerk, and a licensed professional. Education, not legal advice.

# Three doors. Real numbers.

Package by career level, never by the page or the hour. The price tracks the salary at stake: a director buying a \$900 package to chase a \$180,000 role is making an obvious trade. Tier the doors by seniority, stack coaching on top, and collect half before the first interview.

	RECOMMEND	
<p><b>DOOR ONE</b></p> <h3>The Professional</h3> <p><b>\$400-550</b> early to mid-career</p> <ul style="list-style-type: none"><li>◆ 60-minute career-story intake interview</li><li>◆ Resume rebuilt: positioning, metrics, ATS-clean</li><li>◆ Tailored cover letter template</li><li>◆ Two revision rounds within 14 days</li></ul>	<p><b>DOOR TWO</b></p> <h3>The Advancer</h3> <p><b>\$650-900</b> most-booked</p> <ul style="list-style-type: none"><li>◆ Everything in The Professional</li><li>◆ Full LinkedIn profile rewrite, recruiter-ready</li><li>◆ Target-role positioning strategy session</li><li>◆ Interview talking points from your own story</li><li>◆ 30 days of email support through the search</li></ul>	<p><b>DOOR THREE</b></p> <h3>The Executive</h3> <p><b>\$1,200-1,800</b> director and above</p> <ul style="list-style-type: none"><li>◆ Executive resume plus board-ready bio</li><li>◆ LinkedIn rebuilt for recruiter search visibility</li><li>◆ 90-minute positioning deep-dive</li><li>◆ Two interview-prep coaching sessions</li><li>◆ Salary negotiation session before the offer</li></ul>

## PRICING NOTES FOR THIS BUSINESS

- Coaching a la carte: interview prep and negotiation at \$125-200 per session; negotiation is the easiest upsell in the trade because one session routinely pays for the whole package.
- 50% deposit before the intake interview, balance on first draft delivery. Job seekers' finances change fast; deposits protect you both.
- Rush delivery (72 hours) at a 25-40% premium. Urgency is constant in this market; price it instead of absorbing it.
- Outplacement prices per head at \$300-500 with volume floors. Bid it as packages and group sessions, not retail rates times forty.

## THE UPSELL THAT PAYS THE RENT

The LinkedIn rewrite. Most buyers come in asking for a resume, but recruiters live in LinkedIn search, and the profile rewrite at \$200-400 nearly doubles the average order from a deliverable you produce from the same intake interview. Sell it as the always-on half: the resume wins applications you make, the profile wins approaches you never had to make.

# Names, not strategies.

Your first ten clients are inside the upheaval around you: every layoff announcement, every friend muttering about their boss, every veteran transitioning out. This is a trust purchase bought at a vulnerable moment, so warm circles and visible proof convert long before ads do.

## 1 Your network's job seekers

Announce the practice plainly: 'I have opened a resume and career practice; I am taking five founding clients.' Every contact list contains three people quietly searching right now, and quiet searchers respond to direct messages, not posts.

## 2 Layoff waves in the news

When a local or industry layoff hits, show up usefully in the threads where affected people gather: free teardown threads, honest answers, zero ambulance-chasing tone. One layoff cohort can seed a year of referrals.

## 3 Recruiters (the referral goldmine)

Recruiters reject dozens of bad resumes weekly and cannot fix them; it is not their job. Give three recruiters a referral card and a revenue share or just reliability, and they will send you a steady stream of pre-motivated buyers.

## 4 Veteran and military-transition groups

Transition assistance programs and veteran networks have constant demand for translation: military experience into civilian language. Credential yourself in their world and the referrals are institutional.

## 5 LinkedIn itself, practicing in public

Post one anonymized before-and-after bullet transformation weekly ('logistics manager' becomes 'cut fulfillment costs 23% across 4 sites'). The medium is the market: your buyers are literally scrolling where you post.

## 6 Career coaches and therapists

Adjacent professionals constantly need a documents person who will not poach their coaching relationship. Promise the lane discipline, deliver beautifully, and the referral loop runs both directions.

### THE EXACT ASK

*"Hi [name], I have opened a resume and career practice, and I am taking five founding clients this month at a founding rate. You sit down with me for an hour, I pull the career story out of you, and you get a resume and LinkedIn profile that actually sound like your best self, built to survive the software screens. If you or someone you trust is even quietly looking, can I send the details?"*

### THE FOUNDING-CUSTOMER DEAL

First five clients: 30% off any package, in exchange for a detailed testimonial, permission to use anonymized before-and-after samples, and one referral introduction each. Announce the cap, honor it, and retire it on schedule. The samples and testimonials those five generate are the storefront for every full-price client after.

# Owned, earned, then paid.

Your buyers are scrolling LinkedIn anxiously at 11 p.m. and Googling 'resume writer near me' at lunch. Marketing here is public proof of craft: transformations they can see, advice that demonstrates judgment, and reviews from people who got the offer.

CHANNEL, RANKED	WHY IT WORKS HERE	THE FIRST MOVE
<b>LinkedIn content</b>	Your exact buyer, in a career mindset, on the platform your deliverable lives on	Three posts weekly: one before-and-after, one search tactic, one story; comment on hiring threads daily
<b>Google Business Profile + local search</b>	'Resume writer [city]' carries pure buying intent with thin competition	Claim it, gather a review per client, publish package pages that name prices honestly
<b>Recruiter referral network</b>	Recruiters meet your ideal client at the moment of rejection	Build five recruiter relationships; make referring you one forwarded link easy
<b>Outplacement outreach (B2B)</b>	One HR relationship can be forty packages on a single invoice	Pitch HR leaders a humane offboarding package before layoff season, not during
<b>Email list of past clients</b>	Careers cycle every 2-4 years; past clients return and refer at peak rates	Quarterly check-in email: one market insight, one offer for their network

## FIVE CONTENT PIECES THAT WIN THIS NICHE

- Before and after: one resume bullet rewritten, with why it works (your forever flagship format)
- What actually happens to your resume in an applicant tracking system, demystified
- The 10-second test: what a recruiter sees first on your resume, and what they should
- How to talk about a layoff in an interview without flinching
- I reviewed 100 LinkedIn profiles this year: the 5 mistakes that hide you from recruiters

## THE REVIEW MACHINE

The ask has a golden moment: the week your client signs an offer. 'Congratulations. When you have ten minutes, would you share the journey in a Google or LinkedIn review? It helps the next person in your old position find help.' Offer-letter reviews read like victory stories, name real outcomes, and convert anxious late-night browsers like nothing else you could publish.

# One unit, one month, no fog.

Two honest snapshots: one mid-tier package, and a steady solo month mixing packages with coaching sessions. Note the costs column: there barely is one. This practice converts interviewing skill and writing hours into cash at margins software companies envy.

ONE UNIT: ONE ADVANCER PACKAGE (\$750)	AMOUNT	A WORKING MONTH: SOLO, ESTABLISHED (12 PACKAGES + COACHING)	AMOUNT
Package revenue	\$750	Packages (12, avg \$700)	\$8,400
Payment processing (2.9%)	-\$22	Coaching sessions (8 x \$150)	\$1,200
Software + tools share	-\$15	Software, tools, phone	-\$180
Overhead share	-\$20	Marketing + association dues	-\$150
Gross profit (~6 hrs total work)	\$693	Processing fees	-\$280
Tax reserve (27%)	-\$187	Pre-tax profit	\$8,990
Yours, per package	\$506	Tax reserve (27%)	-\$2,427
		Owner take-home	\$6,563

BREAK-EVEN

## 1-2 packages

The lean launch costs less than a single mid-tier package, so the practice is profitable inside its first two weeks of real operation. The binding constraint is never capital: it is intake interviews per week and the discipline to keep marketing while you write.

Illustrative figures at typical market rates; your market, prices, and costs will differ. Run YOUR numbers in the One-Page P&L from THE LAUNCHPAD, Module Six. Remember the 25-30% tax reserve on every dollar of profit.

# Pre-decided, so motivation is never consulted.

## WEEK ONE: FOUNDATIONS

- LLC filed, EIN issued, business bank account open
- CPRW study started; exam date booked
- Five portfolio rewrites begun (friends, one veteran, one exec)
- Intake questionnaire and service agreement drafted
- Package tiers priced and written down

## WEEK TWO: DOORS OPEN

- One-page site live with first before-and-after samples
- Scheduling, video, and deposit flow tested end to end
- Founding-five offer announced to your full network
- LinkedIn presence rebuilt as a practice, not a profile
- First founding client intake interview completed

## WEEK THREE: MOMENTUM

- Three recruiter relationships opened with referral pitch
- First LinkedIn before-and-after post published
- Google Business Profile claimed and built
- Founding deliverables shipped on the promised dates
- One veteran or career-changer community joined usefully

## WEEK FOUR: THE SYSTEM

- Testimonials and samples collected from founding clients
- Posting cadence locked: three per week, calendared
- First full-price client booked from public proof
- Outplacement one-pager drafted for HR conversations
- Month-one P&L done; pick the channel that produced and double it

### DAY 30 VERDICT

Green light: 5 founding clients delivered, 2+ full-price bookings, testimonials live, and a recruiter sending referrals. Yellow: clients served but pipeline silent: your proof is not public enough, ship the before-and-after posts daily for two weeks. Red: fewer than 20 direct asks made all month: the practice is sound but invisible, and visibility is a volume problem you control completely.

# How this business fails, and how it grows.

## THE FIVE KILLERS

- ✗ **Selling typing instead of positioning**  
Competing with \$50 gig-site resume mills on price is unwinnable and beside the point. Your product is the intake interview and the strategy: the story extraction no template can do. Price and present accordingly, always.

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- ✗ **Guaranteeing outcomes**  
'Land interviews in 30 days or your money back' invites refunds, disputes, and ethics complaints, because you do not control the market. Promise craft, process, and responsiveness; let the testimonials carry the outcomes.

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- ✗ **The unlimited-revision spiral**  
Anxious clients will polish bullet seven forever if you let them. Two revision rounds, in the agreement, enforced kindly. The boundary is what keeps a \$700 package from becoming \$20-an-hour work.

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- ✗ **Writing what the client dictates**  
Clients hire judgment and then fight it, insisting on the objective statement from 1998. Hold your professional ground: explain the why, show the evidence, keep the standards their results depend on.

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- ✗ **Feast-or-famine marketing**  
Deliver-mode weeks with zero posts and zero asks create the empty calendar a month later. The three-posts-a-week cadence and the review ask at every offer letter are non-negotiable, especially when busy.

## THREE SCALE PATHS

- 1 **The boutique team**  
Subcontract certified writers for drafting while you own intake interviews, strategy, and quality. You keep the client relationship and roughly half the margin per package, and capacity stops being your calendar.

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- 2 **The outplacement firm**  
Pursue corporate contracts seriously: HR relationships, a per-head package menu, group workshop formats. One mid-size layoff contract equals a quarter of retail revenue, and renewals compound through HR networks.

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- 3 **The career platform**  
Productize the method: a self-serve course, template systems, group coaching cohorts, and a subscription community. Retail packages become the premium tier of a ladder that serves buyers at every price.

### YOUR FIRST HIRE

A certified subcontract writer (CPRW-credentialed, paid per package) once you are booking more than 10-12 packages a month. You keep every intake interview, because the interview is the product, and hand the drafting to someone you have tested on three samples. If your style guide and process documents cannot produce your quality through another writer, build them until they can: that document set is the firm.

THE STAIRCASE CONTINUES

# The playbook is the map. The machine is waiting.

Everything this playbook describes, Epic Advisory Group can build with you: the brand, the cinematic website, the entity, the engine. Describe your idea to the Launch Engine and see your business real in about sixty seconds, free.

- The Launch Engine: your idea, built free, in about a minute
- THE ASCENT: Founder Edition: the eight-module course
- Launch-in-a-Box: entity, brand, site, and first campaign, one flat price
- Growth, capital readiness, and the path to the public markets

*"There is no right age. There is only the decision."*



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