
Marion Spriggs

567 Turn Street ■ Houston, TX 55555

www.linkedin.com/in/marionspriggs ■ 555.555.5555 ■ marionspriggs@gmail.com

<Date>

<First Name> <Last Name>, <Title>

<Firm Name>

<Address>

<City, State Zip>

Dear <Courtesy> <Last Name>:

J. Paul Getty once said that the *“formula for success is to rise early, work hard, and strike oil.”* That has definitely been the formula for my success. I grew up in a very small town and knew that I wanted more for myself than the opportunities that were available to me living there. That is why I joined the military at 17, an experience that shaped me with discipline and confidence, ultimately opening the doors for me to a world of opportunity. When I went to work for Acme just out of the military, it was in a hands-on, technical position. Working extraordinarily hard and often going well above and beyond to exceed expectations, I was quickly tapped as a high potential “Top Talent” leader, a designation that earned me coveted leadership roles both within the U.S. and internationally, as well as Acme’s sponsorship for both my BAS and MBA degrees.

Today, I have combined those experiences in the military and with Acme to make significant contributions within a variety of environments that have ranged from small start-ups to large, multinational corporations. This has included a general management role in an international company that I helped grow, the U.S. expansion of a multibillion-dollar German company in which I built two profitable organizations from the ground up, and my current role leading the turnaround of a troubled international region spanning all of North, Central, and South America.

Every company I have ever worked for has had some issue to “fix” or some major challenge to hurdle. In each I have repeatedly and consistently led and motivated teams to higher levels of performance, including benchmark-setting gross margins and revenue growth. I am very good at making a company more productive and efficient, thinking outside the box to solve problems, and combining existing strengths with new ideas to propel achievement of goals. For example, I have:

- ▶ Spearheaded expansion into the U.S. for a multibillion-dollar German manufacturer of wind turbines, assembling and leading a 100-person team and building profitable services and project management departments from the ground up.
- ▶ Led the entire company worldwide, guiding the team in achieving 98.4% availability, 21% increase in service margins, and 36% lower service costs than other similar organizations.
- ▶ Grew revenue 30% to \$60 million for an international energy services company, simultaneously delivering \$2 million higher margins than target and 10% higher EBITA than target.
- ▶ Created and executed a 10-point plan to systematically turnaround a troubled company struggling with poor margins, weak controls, and low morale. Have made significant improvements just 6 months.

<Name>, I’m ready now for my next challenge and am actively and discreetly (as I am still employed) exploring executive-level roles in the Houston, Texas area, leading operations or field services for an energy or power generation company, including oil and gas, steam, or wind, as well as third-party service providers in heavy industry.

The reason I am writing to you now is because I understand you may have investment interest in energy and power generation companies, and I was hoping you might be able to point me in the direction of someone it would be helpful for me to talk with. I will greatly appreciate any introductions or referrals. For your confidential review, I have enclosed my résumé and will be happy to talk with you if you have any questions. Thank you!

Sincerely,

Marion Spriggs

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

Please visit my website at www.100kcareermarketing.com and then book your introductory consultation with me at <https://vip-intro-consultation.youcanbook.me/>