



HIGHEST QUALITY SERVICES, INC.

1755 PARK STREET, SUITE 200
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630.466.7096

WWW.HIGHESTQUALITYSERVICES.COM

HQ SERVICES, INC.'s *Your Career Campaign*™

Personally designed for you by an award-winning recruiter and her market research staff, *Your Career Campaign*™ is a six-pronged approach towards your next position that will jumpstart your networking to increasing success and propel your career upward. The campaign plan consists of: (1) a **resume and marketing materials** that sell you; (2) a **strategy** that defines the sectors and positions that should be your marketing aim...and tells you some approaches to employ; (3) an **organizational tool** so you won't drop leads and follow-ups; (4) a **contact list** with names, phone numbers, and notes; (5) **Career Success Scripting**™ that gives you the best way to say what needs to be said; and (6) the **Career Success Personal Trainer**™ service that supports you on an ongoing basis until you reach your goal.

The following are the steps that describe the services that will be provided:

1. Upon payment of \$2,500.00 to HQ Services, Inc. (via the PayPal email invoice that you will receive upon notifying us that you wish to purchase the *Your Career Campaign*™ product), please email your current resume to hqs1@juno.com. The resume should be sent as a Microsoft Word document file attachment to the email. If you don't have a resume, please phone Kathy Graham so that she can explain alternatives.
2. Call or email Kathy Graham to set up an appointment for an initial telephone consultation.
3. In the initial telephone consultation, Kathy Graham will review with you your background and goals in depth.
4. Within one week after the initial consultation, Kathy Graham will contact you to set up an appointment for a strategic planning telephone consultation session. On the day of but before the time appointed for your strategic planning session, you will receive from HQ Services, Inc. via email your resume in a first draft stage.
5. In the strategic planning session, Kathy Graham will review your resume in first draft stage, discussing any questions that you might have. At this time, any mutually agreed upon revisions will be incorporated into the final resume format.
6. Also in the strategic planning session, Kathy Graham will discuss in detail with you the additional marketing materials that will accompany your resume, cover letter options, where to take your resume, how to present yourself, fall back choices, ways to increase your marketability, and potential additional avenues available.
7. Within one week after the conclusion of the strategic planning session, HQ Services, Inc. will email you the final version of your resume, which will be sent as a Microsoft Word document file attachment.
8. Accompanying your final resume will be your detailed strategy plan and your contact list in PDF format as discussed over the phone with Kathy Graham in your telephone consultation session.
9. The *Career Success Scripting*™ and the *Career Success Personal Trainer*™ services will be customized for you individually by Kathy Graham, who will strategize, script, and check in with you on an ongoing basis until you achieve your goal.

Kathleen A. Graham, Principal

HQ Search, Inc., HQ Seminars, Inc.,

HQ Scripts, Inc., HQ Services, Inc.

THE GLOBAL FINANCIAL CONNECTION™

"Connecting finance professionals with what they need"

- Kathleen "Kathy" Graham is a Principal with HQ Search, Inc., a retained executive search firm specializing in financial services positions globally that she co-founded in 1997. Her clients are asset/money management companies; domestic money center, international, and suburban banks; investment/merchant banks; consulting firms; corporations; credit rating services; pension funds; real estate developers; trading institutions/hedge funds; and private equity/venture capital firms. Kathy focuses on placing talent with base salaries ranging from \$100,000 to \$1,000,000+. She routinely advises senior management of clientele firms with the latest market intelligence regarding economic conditions, emerging trends, and potential developing hazards to their business in addition to providing significant input into their hiring and marketing strategies.
- Kathy was a first-day keynote presenter at the Chicago Federal Reserve's 2009 Ninth Annual Private Equity Conference. Her topic was how to more effectively use a firm's human capital to improve performance.
- At the request of The CFA Society of Chicago, Kathy created a career event, *Your Career Strategist*™, for their members. **This event sold out in 2 hours the first day** it was announced. Survey results from attendees: **100% found value in their session and 100% said Graham "provided useful suggestions for modifying their resume" and "formulated a successful career strategy in their field."** Kathy has also been a speaker for numerous other local and national finance-related groups, including the Managed Funds Association and Financial Research Associates.
- For the last seven years Graham has issued an annual financial services job forecast, which to date has been completely accurate in forecasting the overall prevailing trends and hot jobs/dud jobs for each finance sector. She also started three new companies in 2006: HQ Seminars, Inc. (custom designed seminars and webinars relating to career development); HQ Scripts, Inc. (annual overall trends and financial services job forecast, the *HQ Financial Views* newsletter, articles and books); and HQ Services, Inc. (*Your Career Campaign*™ and *Your Career Strategist*™ services).
- Kathy's latest book is *Graham's Manual of Style for Resumes and Cover Letters*, published in September 2009. Her articles, which have appeared in publications such as *Financial Engineering News* and *Financial History*, include a seminal paper in 2006 predicting the unprecedented changes in the global financial marketplace. Her first children's book, *The Land of Lemons and Nuts*, published in 2008, teaches economics to children ages four through nine and is available in English, French, and Spanish.
- Graham obtained her MBA in Finance, Analytic Finance, and Econometrics & Statistics from the University of Chicago. She received the University of Chicago's Booth School of Business "CEO" award in 1998, and later for four years was the Global Chair of their alumni Finance Roundtable. She is also an active member of 100 Women in Hedge Funds, the CFA Institute nationally and locally, Hedge Funds Care, and the Chicago Federal Reserve's Money Smart Week program.

NOTE: If you wish to purchase these services separately, the (1) resume with marketing materials costs \$800; the (2) strategy plan costs \$250; the (3) organizational tool costs \$150; the (4) contact list costs \$1,000; the (5) *Career Success Scripting*™ costs \$700; and the (6) *Career Success Personal Trainer*™ service costs \$600. The total cost of all services purchased separately is \$3,500.

PACKAGE PRICE: BUY ALL 6 SERVICES TOGETHER FOR \$2,500

—YOU SAVE \$1,000.

Or Choose:	* Option A:	Buy any 2 services together for:	\$100 discount *
	* Option B:	Buy any 3 services together for:	\$150 discount *
	* Option C:	Buy any 4 services together for:	\$200 discount *



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The **YOUR CAREER CAMPAIGN™** Services

(1) **Resume and marketing materials.** A great resume is now “a must”—not an option. Kathy Graham will transform your resume into a powerful effective marketing tool that really sells you. The additional materials enable you to market yourself effectively in every business occasion: a one-page handbill; a one-paragraph biography; a short effective “elevator speech;” a *Success Sheet™* or other resume attachments (deal sheet, speaking engagements, publications list, etc.); a review of your cover letter and cover letter basics defined; and a review of your LinkedIn bio.

(2) **Strategy.** A detailed strategy of how to grow your career and/or approach the jobs marketplace is individually crafted based on your goals, experience, and skills. Included: recommended overall strategy; how to target the right firm, the right person, the right department, and the right level; a course of action for networking; preparation for meetings; when not to ask for a job; why and how to protect your resume distribution; approach/preparation for a position interview; ways to increase your marketability.

(3) **Organizational tool.** The *From Stopped to Star™* organizational system trains you how to use your computer and standard business software to manage easily and effectively all of the large amount of contact data that *Your Career Campaign™* activities will generate. With this tool, you will not drop leads or miss follow-ups and you will continuously track the status of your campaign and contacts in both specific detail and big picture overview. (See the [From Stopped to Star information document](#), on the website under Product List.)

(4) **Contact list.** An extensive contact list gives you names, phone numbers, and informational notes about the “A” people, who have the ability to create an opportunity for you. Included is recommended preparation and general approach to making calls, what to say, and how to ask for a meeting. (Read Kathy’s article [“Hitting Your Career Goal...Or the Side of the Barn.”](#) on the website under Product List.)

(5) **Career Success Scripting™.** In business today, successfully calling a very busy senior executive who has the power to offer you your ideal job or move your career forward requires detailed preparation, knowing how to get through to that person, and skillful scripting in advance of your conversation. Kathy will show you step-by-step how to prepare and make these calls.

(6) **Career Success Personal Trainer™** Kathy Graham will personally support you throughout your campaign with check-in calls, strategy sessions, and personal meetings until you achieve your goal. With your *Career Success Personal Trainer™* working by your side, you can reach your goal sooner and more successfully.

References from our clients are gladly supplied upon request at the appropriate moment. *Your Career Campaign™* has proved to be an invaluable service leading to significant career advancement in a wide variety of fields. Clients are professionals with careers in all sectors of finance, asset management, banking, and financial services, as well as accounting, consulting, marketing, healthcare, manufacturing, and non-profit organizations, to name a few. *Your Career Campaign™* is a highly personalized service—it is planned, shaped, and implemented individually for each client’s experience and goals. Clients have varied from seasoned senior executives, to currently employed career climbers, to fresh grads and those seeking career re-entry, and to the unemployed, the underemployed, and those changing careers.

WHAT OUR CLIENTS SAY

An example of what our clients say:

“Kathy Graham and HQ Services, Inc. have created a unique and valuable service for senior level executives engaged in career transitions in the current economic environment. As a financial professional who until recently has not been in the market, I have found the program particularly effective in breaking the job search process down into critical steps. Different from other job search resources, HQ Services provides:

- * Professional, personalized coaching through each segment of the search.
- * Identification of specific firms to target with individual detailed contact information.
- * Effective utilization and expansion of professional network.
- * Clear definition of the desired position.
- * Development of a superior resume.
- * Refinement of my job search process as it continues.

Therefore, given the above, I highly recommend HQ Services’ Your Career Campaign™ product.”
—Jennifer, Senior Large Corporate Banking and Finance Professional.

THE FINE PRINT PARAGRAPH: Pre-purchase Requirement: A background review and an invitation to become a client must be obtained from Graham. This document constitutes the full agreement between you and HQ Services, Inc. relating to the services that will be provided by HQ Services as its *Your Career Campaign™* product, should you choose to purchase it. All rights for the resume with marketing materials designed by HQ Services, Inc. shall be retained by you provided that full payment for the service has been received. All rights for the strategy plan, the organizational tool, the contact list, and the scripting shall be retained by HQ Services, Inc. with only your personal usage of the information contained within the strategy plan, the organizational tool, the contact list, and the scripting being permitted. There are no refunds.