

NSENG[®]

NorthShore Executive
Networking Group



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NSENG Job Search Coaching Services

www.nsenginc.com/coaching

NSENG has a full portfolio of job search coaching services that are performed by Founder & CEO, Marty Gilbert, who started this 6,000-member organization in 2010. Marty has been through multiple successful job searches himself and has developed a coaching methodology and “marketing tool kit” approach that has helped over 1,500 job seekers to find their next career opportunity. The job search is all about “marketing” yourself– positioning, packaging, differentiating, messaging, connecting, engaging and delivering a compelling value proposition. That’s what it takes to stand out, engage your audience and get more interviews. To help, NSENG offers both job search **coaching packages** and **customized coaching services** to help shorten your search.

NSENG job search coaching packages include:

There are 3 different offerings that provide job seekers detailed directions on how to shorten their search...

- a 16-page job search plan that provides tactical advice that you can implement immediately on a multitude of topics.
- 7 instructional job search webinar recordings on resumes, LinkedIn profiles, interviewing, cover letters, target company lists, networking and how to create a job search plan.
- A 60-minute webinar recording of Marty’s “What the Hell Approach to Job Search”, a bold, proactive method which hundreds of job seekers have implemented and found very effective in gaining greater visibility and quicker results.
- Phone consultations with Marty on whatever job search topics you wish.



NSENG customized coaching services include:

- 4 hours of one-on-one personalized job search coaching.
- Development of your Value Proposition Summary.
- Critiquing your resume and LinkedIn profile.
- Training for phone screens and in-person interviews.
- A tailored cover letter that you can adapt to any job of interest to you.
- A tailored cover letter that enables your networking to help you.
- Instructions on how to grow your target company list with online tools.
- LinkedIn training and scripts to reach influential individuals.
- How to prioritize your time and develop a marketing campaign.

Below are testimonials from a few of Marty’s coaching clients:

VP Marketing: *“Marty is a rare find in the world of executive search coaching - he is more than willing to customize the approach to what you actually need versus the ‘one size fits all’ packages that you often find in this space. His ‘What the Hell’ approach alone makes the investment well worthwhile– I landed a new job within a month.”*

Project Management Director: *“A sincere thanks to Marty Gilbert, for leading NSENG and particularly for his job search coaching services. My situation for a job search was sudden and unexpected so I reached out to Marty and I’m glad I did. With his guidance and hands-on efforts, he challenged my thought process and completely reworked my resume and email communications so that they more effectively communicated my skills and value. He also prepped me for interviews that made me much more convincing.”*

Sales Account Executive: *“Marty put together a clear outline of what needed to be done to get back into the job market and get noticed above the large number of other job seekers. Armed with a powerful resume, cover letters, intro letters and an excellent strategy, I am much more confident of my positioning in the marketplace. Well worth the investment.”*

Chief Financial Officer: *“My resume wasn’t telling a compelling story and I hadn’t interviewed in twelve years. Marty helped flush out my value proposition for potential employers on paper and made me more confident in telling my story in interviews. His coaching tactics were tailored to my industry and his tools enabled me to land a job in far less time.”*

Please feel free to view and purchase one of Marty’s job search coaching packages at www.nsenginc.com/coaching. If you have any questions you can reach him at martygilbert1@gmail.com or 847.372.7400.

Click [here](#) to view Marty’s video on his “What the hell approach to job search”.

Click [here](#) to view Marty’s video on his “7 key metrics to an effective job search”.

Click [here](#) to listen to Marty’s interview with Northwestern University radio (WNUR).

Click [here](#) & listen to Marty’s 30-minute podcast interview on his “Perspectives about networking”.