

# Career Life Balance

Career Advancement • Life Transitions • Time/Stress Management



## Are you managing your career... or is your career managing you?

I'm Dawn Quesnel, Professional Certified Coach and Owner of Career Life Balance. I started my coaching practice because as a career placement recruiter I kept running into job seekers who were not satisfied with their careers and they all seemed to be saying the same things. Maybe you can relate to their stories.

- "I'm making good money, but the price I'm paying for it is too high – I feel like I have no life. Even though I'm financially successful, I'm not really happy or satisfied so I feel like I always need to be looking for a better opportunity."
- "I'm not getting any real hits on my resume and even when I do, it's hard to find the time to interview."
- "I'm advancing at my current company but it isn't exactly what I had in mind – a new title with more responsibility but no increase in compensation."
- "I'm still waiting for the bonus I was promised last year and my supervisor keeps dodging the topic of my annual review. I suppose it doesn't matter because there's no place to move up to and that doesn't seem likely to change unless someone dies, retires, quits or gets fired."
- "I've been interviewing for months and all the options seem like going from the frying pan to the fire! And I'm about to crack – I don't think I can take one more day with my boss!"
- "I have always wanted to open my own business. Maybe it's time to get serious about it."

If any of this sounds familiar, you can, at least, take heart in the fact you are not alone.

### **Current statistics on job search activity:**

It takes ten telephone contacts to secure an interview, twenty-five interviews to secure a job offer, 245 unsolicited resumes on the net or mailed to secure an interview. The national average for the length of a job search is three months. The average number of interviews to hire is between thirteen and twenty-five.

So if you aren't getting the offer, maybe it's due to;

- Lack of persistence
- Not differentiating yourself from your competition
- Or a poor or lacking marketing strategy

It is not good enough just to be skilled at what you do; it takes the combination of plans, processes and performance to get to profit.

Phone: 508-520-9933  
Fax: 508-528-4195

CoachDQ@CareerLifeBalance.net  
www.CareerLifeBalance.net

**The good news is, you don't have to become a statistic.**

If you learn to master self promotion, create a career marketing strategy and you'll be on the path to get the results you deserve.

Take this career assessment and schedule a time to review your responses with me, Professionally Certified Career and Life Coach, Dawn Quesnel, PCC, CPCC so that you can accelerate your career to live a life you love!

<b>Career Life Balance Coaching Services May Be For You If You Are Ready To:</b>
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- Get un-stuck in your career
- Learn how to tap into the hidden job market
- Raise your confidence
- Make a career change
- Create a career strategy plan
- Re-work your resume
- Advance in your career
- Receive job search strategy help
- Develop your elevator pitch
- Increase your resume to interview ratio
- Increase your interview to offer ratio
- Prepare for a promotion
- Prepare an exit strategy from your current company
- Prepare for your annual review
- Take your career to the next level ~ finally start that business you've been dreaming about?
- Negotiate an offer
- Clarify goals
- GET RESULTS

## Instructions:

- Please fill out the entire assessment and email to [CoachDQ@CareerLifeBalance.net](mailto:CoachDQ@CareerLifeBalance.net) or fax it to 508-528-4195.
- Call me on my direct line for your scheduled appointment at 508-520-9933.

I look forward to supporting you in taking your career to the next level!

Sincerely,

*Dawn Quesnel*



**Career Life Coach & Job Search Strategies guru, Dawn Quesnel, PCC, CPCC**

(Professional Certified Coach, Certified Professional Co-Active Coach) is passionate about helping Sales, Marketing and Creative Entrepreneurs accelerate their careers so they can love the life they live! Affectionately known as Coach DQ, she takes clients through a strategic process called “Career Life Balance.” She helps her clients take the next step in advancing their career or walking through a career-life transition; coaching and supporting them with time and stress management skills.

Early in her career she completed training with the world-renowned programs of Walt Disney and the Hilton Corporation which left her with the invaluable understanding of the power of imagination, image, and client satisfaction. These experiences have followed her throughout her career and are the cornerstones of her success and the value she brings to her clients.

As a coach, she is professionally trained and certified through Coaches Training Institute, (CTI) the first and largest (in-person) coach training school in the world and accredited by the International Coach Federation (ICF). She is a member of the ICF and continually trains and develops her skills as a professional coach and entrepreneur.

Other affiliations include:

- Weekly Radio Host & Producer of Career Life Balance Radio
- Airing Wed’s 12pm EST online [www.blogtalkradio.com/coach-dq](http://www.blogtalkradio.com/coach-dq)
- Co-founder of the Boston Coaching Studio
- Co-Leader of the Boston Co-Active Coaching Community
- Monthly columnist on [ishopintown.com](http://ishopintown.com)
- Speaker and workshop leader with MBS Connect
- Board of Directors for the Board of Taunton Youth Court
- Volunteer for the Taunton High School Peer Mediation Program
- ICFNE Board Member ([www.CoachFederation.org](http://www.CoachFederation.org))
- Vocation Vacations Coach ([www.vocationvacations.com](http://www.vocationvacations.com))
- Accredited Energy Leadership Coach ([www.energyleadership.com](http://www.energyleadership.com))
- Toastmasters ([www.ToastmastersInternational.org](http://www.ToastmastersInternational.org))
- Suffolk University Alumni

Before becoming a Professional Coach, she was an Executive Recruiter at two of Boston's premier agencies — breaking records and consistently earning the "Top Biller" award. Upon opening her own recruitment firm, **Executive Staffing Consultants**, that she realized she was doing more than just placing sales, marketing, and advertising professionals. She was coaching them on how to exceed their career objectives and put and end to their career burnout with the by-product result of major positive impact in their personal lives as well. This led to the launch of her coaching practice, **Career Life Balance**. Through these combined skills, she leads her clients to uncover the resources they possess within themselves to take their careers and personal lives to the next level.

The same is possible for you!

## What Our Clients Say About Us:

"I decided you're the human equivalent of a GPS system for a car, but better (and you can quote me on that!)." *Ruthann Baler, Public Relations Consultant [www.ruthannbaler.com](http://www.ruthannbaler.com)*

"DQ has been great! She has really helped me identify and overcome many of my business shortcomings, and our weekly meetings have been an excellent source of motivation."  
*Will MacNally, President, Grove Marketing, Inc. [www.Grove-Marketing.com](http://www.Grove-Marketing.com)*

"I want to again thank you for your very constructive comments regarding my resume. I reworked it today and feel it is a big improvement." *Tom Davis, Creative Director [www.BrandFocus.us](http://www.BrandFocus.us)*

"You are a rainmaker!!!" *Alicia Arnold, Account Director*

"I was able to find an INCREDIBLE new career with a 52% salary increase." *Kelly, Web Project Manager*

"Coach DQ was instrumental in helping me sift through the vast range of entrepreneurial ideas I was constantly thinking up. Thanks to her, I was able to couple my business interests and personal desires, then anchor them in my new business. I recommend Dawn to any professional that is trying to find their inner voice. Thanks for your help Dawn!"  
*Chet Geschickter, President, [www.openmethodllc.com](http://www.openmethodllc.com)*

"In the three years I've been coaching with DQ I've increased my business revenue by 80%"  
*Roger Cummings, CFP Amerprise*

"Dear CoachDQ: I wanted to take this time to reflect on the last six months since I have been working with you. I want to thank you from the bottom of my heart for the guidance you have given me to succeed as a business professional. The first time we sat down to meet I was going through some changes in my personal life as well as in my business and had not one clue as to what I should do. I felt overwhelmed and confused which was taking away from my primary focus of succeeding in my business. You helped me create a plan and vision for my business. I loved the fact that you took a no excuses and you busted my "you know what's" until I did the things necessary to push me further toward my goals. I would recommend any one who has thoughts or vision about their life, their business, their careers or anything that you think about and usually say ten years later "jeez, I wish I did that in my lifetime. I can't thank you enough all you have done for me." *Scott Thompson, Owner [www.fitnessstogether.com](http://www.fitnessstogether.com)*

"DQ reads people well, she is down to earth, she asks the right question, she knows how to motivate people, and she truly loves what she does. I am VERY happy with her services and the person I have become thanks to her. It DEFINITELY helps and the progress I have made with her is evident in my relationships, my work performance, and as a result my compensation has increased 81% over the past two years!" *E.A. Business Analyst ING*

"I want to again thank you for your very constructive comments regarding my resume. I reworked it today and feel it is a big improvement. I sent it out and now have 3 interviews lined up. Thank you for your help. Sincerely, Devin."

## General Career Overview

**Name:** \_\_\_\_\_  
**Current Title:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

1. What category best defines your current search?	Exciting Passive Active Aggressive Frustrating Hopeless Slow Confusing Other:
2. Are you happy with your current resume?	Yes      No
3. How long have you been in the workforce?	A. Under two years B. Two – four years C. Over five years D. Over ten years E. Fifteen to twenty years F. Over twenty years
4. How long have you been in a career search?	A. Just starting B. Less than three months C. Three to six months D. Over one year E. Off and on my entire career
5. Are you clear about your next position?	Yes      No
6. What is your preferred work-scape?	A. Small company B. Medium size company C. Large corporation D. Independent Contractor E. Start my own business
7. My top three career challenges/concerns are:	1. 2. 3.

## Career Mindset Overview

1. How successful is your career?	1 2 3 4 5 6 7 8 9 10 Unsuccessful                      Very Successful
2. Do you feel overwhelmed in your career?	1 2 3 4 5 6 7 8 9 10 Least                                      Very
3. Do you have fears surrounding the viability of your career? If yes, please list the fears.	
4. What is your greatest strength?	
5. What is your biggest weakness?	
6. What skills you feel you need to improve on?	
7. What skills do you feel you can leverage?	
8. How comfortable are you with taking risk?	1 2 3 4 5 6 7 8 9 10 Uncomfortable                      Very Comfortable
9. When you review your career successes over the last 3 years, what attitudes, attributes, skills and actions have helped you be successful?	
10. Your career gives you a sense of purpose and meaning.	True      False
11. You have a healthy and fulfilling life outside work.	True      False
12. You make decisions based upon your values and the vision you have for your life and career.	True      False
13. You know exactly where you want your career to be 3 years from now.	True      False
14. You know exactly where you want your career to be 1 year from now.	True      False
15. In the next year, what 3 specific significant career achievements are you ready to commit to?	
16. In the 90 days, what 3 specific significant goals do you want to achieve?	
17. Finish this sentence..." I see my career as..."	A. A way to put food on the table. B. A passion that happens to also generate income.

	<p>C. An investment. I am building my business as an asset.</p> <p>D. A legacy.</p> <p>E. Other</p>
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## Salary Overview

1. Average Yearly Salary	<p>F. 0-50K</p> <p>G. 50-100K</p> <p>H. 100-300K</p> <p>I. 300-700K</p> <p>J. Pushing the Million Mark!</p>
2. Desired Annual Income	<p>K. 0-50K</p> <p>L. 50-100K</p> <p>M. 100-300K</p> <p>N. 300-700K</p> <p>O. Pushing the Million Mark!</p>
3. My salary is.	<p>P. Non existent. I am barely paying the bills.</p> <p>Q. Sporadic at best. Some months are great, some are not.</p> <p>R. Stable. I easily meet all of my financial commitments each month.</p>
4. My hourly billing rate is....	
5. Do you have a financial advisor?	Yes      No
6. How was your last annual performance review?	

## Career Strategy Overview

1. Do you have a career plan?	Yes      No
2. How many hours a week do you work on average?	
3. Do you have vacation time blocked off on the calendar?	Yes      No
4. How much time per week do you spend on each of the following activities?	<p>Sending our resumes  Networking  Setting up Informational Interviews  Researching Target Companies  Following up on resumes sent  Calling contacts for help</p> <p>Other:</p> <p>Total Hours Per Week:</p>
5. Who is on your success team?	<p>Coach – Career  Coach – Mentor  Visionary Thinker  Detailed Thinker  Recruiters  Associates  Former Bosses  Friends  Family  Alumni Resources  Former Professors and Professional Contacts</p> <p>Other:</p>
6. Are you a part of a career search group?	Yes      No
7. Do you have a clearly defined career path?	Yes      No
8. How do you rate your skill level?	
9. How do you think your current boss would rate your skills?	
10. What is your primary career objective?	
11. Finish this sentence..." This year I would like to be:	

## **In Your Words.....**

If there is anything else that you would like to share about your career, please use this space to share with me.

**My Primary Objective for My Coaching Session is:**

**Sample Coaching Programs:**

**\* Dream Job Platinum Program**

- One 90 Minute Designing Your Dream Career Coaching Session
- Three Monthly 30 Minute Scheduled Coaching Sessions
- Unlimited questions answered via email
- 1 10 Minute Check-in Call per week
- Top 10 Interview Do's & Don't Special Report
  
- Career Search Support
- Personal Introductions to Resources and Partners
- Resume & Cover Letter Critique
- Resume Exposure to CLB Network
- Interview Technique Coaching
- Positioning & Job Placement Strategies
- Career Highlights Guest Spot on Career Life Balance Radio
- Up to 6 Months or Once an Offer is Signed
  
- **\$1797** paid in full or \$350 per month for 6 months.

**\* Dream Job Platinum Program Lite**

- One 60 Minute Designing Your Dream Job Coaching Session
- Twice Monthly 30 Minute Scheduled Coaching Sessions
- Unlimited questions answered via email
- 1 10 Minute Check-in Call per week
- Top 10 Interview Do's & Don't Special Report
  
- Career Search Support
- Personal Introductions to Resources and Partners
- Resume & Cover Letter Critique
- Resume Exposure to CLB Network
- Interview Technique Coaching
- Positioning & Job Placement Strategies
- Up to 3 months or Once and Offer is Signed
  
- **\$1097** paid in full or \$375 per month for 3 months.

**\*Career Power Strategy Session**

- Up to 60 Minutes Private telephone consultation with Coach DQ where you can:
- Receive Resume Coaching
- Offer Negotiation Consulting
- Interview Technique Coaching
- Resume & Cover letter Critique
- Career Discovery & Skills Assessment Coaching
- 1 30 Minute Follow up Call
- Top 10 Interview Do's & Don't Special Report
  
- **\$350**

### \* Career Intensive –

- 2 hours in person private or telecoaching intensive career coaching session where you can:
- Strategize and develop clear goals to help in structuring your short & long term vision
- Coaching in career research and informational interviewing
- Devise a job search action plan and receive job search marketing template
- Resume and Cover Letter Critiques and samples provided
- Coaching using your network to help you land your next role
  
- **\$500**

\*\*\*Intensives can be customized to meet your current career needs. 20% of jobs secured are published 80% are unpublished work with Coach DQ to tap into this hidden market.

### \*Sample Resume Strategy Session Package

- **Are you struggling with writing your own resume or cover letter?**
- **Are you uncertain if you are using all the right industry-specific keywords?**
- **Are you having difficulty identifying your business value?**
- **Is your resume more than 3 pages?**

**If you answered yes to any of the questions above this services is for you! But don't take my word for it. Read what others have said:**

*"I want to again thank you for your very constructive comments regarding my resume. I reworked it today and feel it is a big improvement." Tom Davis, Creative Director*

*"You are a rainmaker!!!" Alicia Arnold, Account Director*

*"I was able to find an INCREDIBLE new career with a 52% salary increase." KellyNedeau, Web Project Manager*

*"I decided you're the human equivalent of a GPS system for a car, but better!" Ruthann Baler, PR Professional*

If you would like to write your own resume and/or cover letter and want to avoid second guessing your efforts, we offer a resume writing coaching service for \$350.

With this service, you will receive a 60 minute initial consultation, where we will discuss your career objectives both short and long term, as well as, the types of roles and companies you are targeting. We will review your current resume and I will ask you questions specific to your background to help you uncover your skills, strengths and success stories you will be able to use later when you get to the interview process. You will provide me your resume and three examples of your "ideal" job (full job ad with position description and requirements) at least 24 hours prior to your initial consultation.

I will make recommendations based upon the role and company you are targeting, you will revise your resume after our initial consultation and email it back to me at which time we will set up a 30 minute follow up call. Email support is included in between calls.