



Penn Career Center
255 S. 36th Street, 117 Williams Hall
Philadelphia, PA 19104

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FIRST CLASS MAIL

To The Parents Of:

Jane Smith
124 Main St.
Anytown, USA 12345-6789

IMPORTANT Information for Parents
Confirmation Needed for Your Student's Job Search

Personal coaching. Video tutorials. Extensive job bank.
Career Playbook helps your student have a faster, efficient job search.

Dear Parent,

Many grads don't know how to find a good job today – and many parents aren't sure how to guide them.

While the Career Center on campus is a great resource with valuable tools for your student, some families prefer a higher level of personalized support and instruction that can be very beneficial in your student's job search. That is why I want to share with you a valuable extension to our program – Career Playbook. It's a proven system that provides a vast array of tools and data for getting a job – but most importantly, **it offers personalized, one-on-one coaching which helps students get jobs that align with their skills and interests quickly.**

Career Playbook equips your student with key resources for accelerating their job search success, such as credentialed Career Coaches, a database of jobs, a library of videos and tutorials with practical tips and strategies, and more.

Not only that, but you'll get more value for your money, too. Outside career coaches often charge \$200 to \$500 per hour, but **Career Playbook has entire packages that start at only \$99, and your satisfaction is guaranteed.**

As a parent, seeing your student land a promising job and start a rewarding career is one of the most satisfying accomplishments for both of you. With Career Playbook, your student's journey from college graduate to employed jobholder will be more organized and efficient. I urge you to get all the facts right now by going to the Career Playbook website at **mycareerplaybook.com/UPENN.**

As an extension of our Career Center offering, please visit **mycareerplaybook.com/UPENN** for a free download of “**Career Playbook for Parents – How to Support Your Grad During Their Job Search**”. Also at the website, students will find career search webinars, planning tips and other resources. Please enjoy FREE access to these offerings, to show our thanks for exploring this valuable tool.

Sincerely,

Janice Stevens
Director, Career Services
PENN Career Center

P.S. Enroll with Career Playbook today, so your student will receive the support, validation and knowledge they need to succeed in today's challenging job market. Find out more and enjoy complimentary access to valuable tools at **mycareerplaybook.com/UPENN.**

Go to mycareerplaybook.com/UPENN to get started today.

— Joanne,
Washington, D.C.

“As a corporate recruiter, I find that candidates who have been coached to prepare properly and present themselves in an ideal way have a significant advantage over those who go through the process without coaching.”

**The best investment
for your student**

Dear Fellow Parent,

Once my son graduated from college, he seemed unsure about his next steps in his job search, so I'm glad we looked into Career Playbook.

Career Playbook helped him cut down the time it took to find a satisfying, well-paying job – and in my mind – put money in his pocket. Here's how I figure:

Let's say that the average salary for a newly-minted college graduate is \$30,000. If they don't get a job for six months, that's equal to \$15,000 in lost income.

Putting Career Playbook to use early multiplies your student's chances of finding a job quickly and getting paid sooner than if they struggled to find a job on their own. **But more than that, the money your graduate recoups from finding a job sooner will more than pay for the cost of enrolling in the Career Playbook program.**

We are very satisfied with our experience with Career Playbook and highly recommend this program to every parent and their graduate.

Sincerely,

Paul Rubino
Phoenix, AZ

Visit mycareerplaybook.com/UPENN to get started.



Take the next step:

Experience all of our free tools and see how we can help your student succeed in their job search. Go to the Career Playbook website at mycareerplaybook.com/UPENN today.



With Career Playbook's specific methods for standing out during interviews, I not only landed a job at my dream company; my new manager told me that I'd been the top candidate, and that 'I was a unicorn'. I'm so grateful for the thoughtful, compassionate and innovative career guidance!"

— Amanda,
San Francisco, CA



Our program is risk-free. If you're unsatisfied for any reason, we will give you a full refund within 60 days of purchase.

Access our **FREE** resources when you go to:
mycareerplaybook.com/UPENN



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Launch Your Student's Career with a Structured, Proven Method

Career Playbook has all the tools your student needs to succeed

- One-on-One Personal Coaching
- 70 Hours of Video Tips
- Extensive Employment Database
- Step-by-Step Structured Learning Path *and much more!*



Get Your Student Career-Ready with Career Playbook

Career Playbook is a proven program that offers personal coaching and other strategic resources to help your student find success in a competitive labor market and guides them to jobs well-suited to their talents, skills and interests.

Career Playbook Benefits Snapshot:

Provides One-On-One Coaching Services

Your student will have a dedicated, credentialed Career Coach assigned to them. They may use this time for Q and A sessions and/or to practice interviewing skills.



Saves Time

With Career Playbook, your student won't waste time going down the wrong path. With our self-assessment tools, we help identify the right job for your student's skills, interests and educational background and can guide them towards openings in the current job market.



Thank goodness for Career Playbook! It helped me ensure my daughter was perfectly prepared for the job market, and it paid off. It was much better than trying to help her completely on my own.

— Steve, Parent of Recent Graduate
Darien, CT



Offers Extensive Job-Hunting Resources

Our fully-immersive, step-by-step job search process includes: defining your job, building your resume and LinkedIn profile, networking strategies, and access to our Best-in-Class job database — among other benefits that will help them stand out above other job candidates.

Pays For Itself

While private career coaches typically charge \$200-\$500 per hour, our plans start at \$99. What's more, you and your student will easily recoup the cost of enrolling in Career Playbook by finding and getting a well-paying job faster. Use our online survey to see which Career Playbook plan is best for you. Go to mycareerplaybook.com/UPENN to get started.

Your Student's Job Search Just Got Easier...

Regardless of the plan you choose, you'll have complete access to an array of tools, resources, and data. Career Playbook is here to help you and your graduate come out ahead in their job search:



Coaching Services

Experienced Career Coaches provide personalized one-on-one guidance.



Job Database

An unsurpassed collection of job and internship listings, updated daily.



Structured Coursework

Clearly defined steps towards a first job, including self-assessment, an ideal resume, interviewing skills and more.



On-Demand Instruction

Library of engaging videos and interactive content to teach and reinforce best practices throughout the career planning and job hunt journey.

Choose the Career Playbook Plan That's Best for You

Career Playbook offers you different plans and solutions to meet the needs of you and your job-hunting student. Each plan includes:

	Level 1	Level 2	Level 3
"Land Your Dream Job" 9-step course	✓	✓	✓
Access to Best-in-Class job & internship database	✓	✓	✓
Weekly drop-in "office hours" with your Career Coach	✓	✓	✓
Dedicated email for asking questions and receiving feedback	✓	✓	✓
Monthly training webinar with Career Coach	✓	✓	✓
One-on-one training/support with Career Coach		✓ (2 hours)	✓ (4 hours)
One-on-one personalized assessment/strategy consultation			✓
Step-by-step guidance, including key milestones and task breakdown/review			✓
Dedicated email/text for asking questions as they arise			✓

Getting off to a good start pays dividends for years

▶ **43%**

of people in their first job are underemployed. In 10 years, **21% are still underemployed.***

College grads who start out underemployed tend to stay that way

*The Permanent Detour: Unemployment's Long-Term Effects on Careers of College Grads," Burning Glass Technologies, May 2018, www.burning-glass.com.

Please take advantage of the FREE resources at mycareerplaybook.com/UPENN – especially the downloadable copy of "Career Playbook for Parents – How to Support Your Grad During Their Job Search" and the student self-assessment tools.