



FSMC Executive Career Services – LinkedIn Profile Optimization Pricing Sheet

■ **Tier 1: Student / Early-Career Optimization**

Ideal for: College students or recent graduates seeking internships or entry-level roles. Includes full rewrite of Headline, About, Experience, Skills, and Education. Optimized for ATS and recruiter visibility.

- Deliverables: Fully optimized LinkedIn profile, 1 revision, and keyword alignment.
- Price Range: \$375–\$500

■■ **Tier 2: Professional Optimization & Branding**

Ideal for: Early to mid-career professionals. Includes branding consultation, keyword analysis, complete section rewrites, banner recommendations, and recruiter SEO strategy.

- Deliverables: Keyword-optimized, branded profile with 2 revisions.
- Price Range: \$600–\$850

■ **Tier 3: Executive / Premium Personal Brand Package**

Ideal for: Executives, senior scientists, or entrepreneurs seeking personal branding. Includes strategic consultation, advanced keyword research, full rebrand, recruiter strategy, and media-ready optimization.

- Deliverables: Executive-level profile with 3 revisions, banner design, and post-launch analytics review.
- Price Range: \$1,000–\$1,500+

■ **Optional Add-Ons**

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| LinkedIn Premium Strategy Guide | \$25 |
| Live Optimization Session (30 min) | \$50 |
| Keyword Score Report | \$40 |
| Recruiter Message Pack (5 Templates) | \$30 |

■ Payment & Delivery Notes

- 50% deposit required to begin work; balance due on delivery of content.
- Turnaround begins after discovery call.
- Revisions valid for 30 days post-delivery.
- All work is confidential and compliant with LinkedIn's professional branding policies.

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