**IMPORTANT RESUME TIPS TO KNOW**

**\* The 7 Seconds Rule.**The average amount of time a reviewer spends on your resume is 7 seconds and that’s it!  It’s partly because we have so many resumes to look at, and it’s partly because we’re lazy. Make sure the top half of your resume pops and everything is clear.

**\* One Page Resume Or Bust.**If you have a resume longer than one page, you just quadrupled your chances of having your resume crumpled and tossed in the bin. More is much less in this situation. Having a one page resume shows that you are concise, clear, and to the point. Again, we only spend roughly 7 seconds on your resume, so don’t bore us with irrelevant details.  It’s all about what you’ve done lately, your education, and an interesting fact about you.  Anything more and we’ll ask you during the interview.

- See more at: <http://www.financialsamurai.com/examples-of-good-resumes/#sthash.LdxtJdxp.dpuf>

**Don’t Over Think Design.** Unless you are a graphic designer looking for a job, there’s no need to over think the design of your one-pager.  Contact info, latest two or three jobs with responsibilities, education, and hobbies done. Segment the page out in titles, use bullet points if you will, and make that one page as simple to read as possible. We really don’t care about what type of font you are using, whether the paper has a thicker weave, and all the nitty gritty details of your latest project.  Like blogging, content is king!

**\* Don’t Hide Obvious Things.**If you’ve never had a real job before or are still within 5 years out of undergrad, you better not hide your GPA. Hiding your bad GPA is a 90% guarantee of getting your resume tossed because it shows that you think reviewers are stupid enough to not realize your grades are missing. We’ll start thinking the worst, so don’t hide your GPA!  Don’t hide any of your contact details either. That will surely piss off your reviewer if she wants to contact you.

- See more at: <http://www.financialsamurai.com/examples-of-good-resumes/#sthash.LdxtJdxp.dpuf>

Do The Not So Obvious. If you’ve sent out hundreds of resumes already, and aren’t getting any responses, do something different. Put a picture of yourself up on the top right hand corner. Again, do this if you haven’t been getting any love at all, especially if your more attractive than average. LinkedIn profiles with picture profiles get clicked on twice more often than those profiles that don’t have pictures. Change your resume color to a green back ground. Make your objective statement a prediction on who will win the Super Bowl and why?  Then parlay that with a follow up interview if your prediction holds true. If you aren’t getting any call backs, you have nothing to lose. If you do any one of the following things above, you will stand out and get the recruiter’s attention. - See more at: <http://www.financialsamurai.com/examples-of-good-resumes/#sthash.LdxtJdxp.dpuf>

What makes this resume so great? Augustine outlines the following reasons:

### 1. It includes a URL to the jobseeker's professional online profile.

If you don't include URLs to your professional online profiles, hiring managers will look you up regardless. Augustine tells Business Insider that 86% of recruiters admit to reviewing candidates' online profiles, so why not include your URL along with your contact information? This will prevent recruiters from having to guess or mistaking you for someone else.

### 2. It uses consistent branding.

"If you have a common name, consider including your middle initial on your resume and online professional profiles to differentiate yourself from the competition," says Augustine. For example, decide if you're Mike Johnson, Michael Johnson, or Mike E. Johnson. Then use this name consistently, be it on LinkedIn, Google+, Twitter, or Facebook.

### 3. It includes a single phone number and email address.

"Choose one phone number for your resume where you control the voicemail message and who picks up the phone," she advises. The same rule applies to an email address.

### 4. It does not include an objective statement.

There's no point in including a generic objective about a "professional looking for opportunities that will allow me to leverage my skills," says Augustine. It's not helpful and distracting. Ditch it.

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| **WATCH: How To Make A Good First Impression At A Job Interview** |

### 5. Instead, it includes an executive summary.

Replace your fluffy statement with an executive summary, which should be like a "30-second elevator pitch" where you [explain who you are and what you're looking for](http://www.businessinsider.com/theladders-ceo-job-hunt-alex-douzet-2012-11). "In approximately three to five sentences, explain what you’re great at, most interested in, and how you can provide value to a prospective employer," Augustine says.

### 6. It uses reverse chronological order.

This is the most helpful for recruiters because they're able to see what you've been doing in recent years immediately, says Augustine. "The only time you shouldn't do this is if you're trying to transition to another career altogether, but then again, in this situation, you'll probably be relying more on networks," than your resume, she says.

### 7. It uses keywords like "forecasting" and "strategic planning."

Many companies use some kind of [screening process](http://www.businessinsider.com/formatting-rules-to-get-your-resume-through-the-scanning-software-2013-2) to identify the right candidates. You should include the keywords mentioned in the job posting throughout your resume.

"Identify the [common keywords, terminology, and key phrases](http://www.businessinsider.com/keywords-to-use-on-your-resume-2012-12) that routinely pop up in the job descriptions of your target role and incorporate them into your resume (assuming you have those skills)," advises Augustine. "This will help you make it past the initial screenings and on to the recruiter or hiring manager."

### 8. It provides company descriptions.

It's helpful for recruiters to know the size of the company you used to work for, advises Augustine.

"Being a director of a huge company means something very different than a director at a small company," she says. You can go to the company's "About Us" section and rewrite one or two lines of the description. This should be included right underneath the name of the company.

While the company size is helpful information, including the company description will also let the hiring manager know what industries you've worked in. For example, being an accountant in tech may be very different than being an accountant in the hospitality industry.

"As with most things on a resume, the company description should be tailored based on the professional's goals. If you're looking to switch industries, your focus may be on the company size — assuming it's similar to your goals — and less on discussing the various products your company sells."

### 9. It does not list achievements in dense blocks of text.

Recruiters receive so many resumes to scan through at a time, so make it as easy as possible for them to understand why you're perfect for the job. Dense blocks of text are too difficult to read, says Augustine.

### 10. Instead, achievements are listed in two to five bullet points per job.

Under each job or experience you've had, explain how you contributed to or supported your team’s projects and initiatives. "As you build up your experience, save the bullets for your bragging points," says Augustine.

### 11. It quantifies achievements.

"Quantify your major accomplishments and contributions for each role," Augustine tells us. This can include the money you saved or brought in for your employer, deals closed, and projects delivered on time or under budget. Do not use any more than three to five bullet points.

### 12. Accomplishments are formatted as result-and-then-cause.

A good rule is to use the "result BY action" sentence structure whenever possible. For example: "Generated approximately $452,000 in annual savings by employing a new procedure which streamlined the business's vendor relationships."

### 13. White space draws the reader's eyes to important points.

Recruiters do not spend a lot of time scanning resumes, so avoid dense blocks of text. "The key is to format the information in a way that makes it easy to scan and recognize your job goals and relevant qualifications," Augustine tells us.

### 14. It doesn't use crazy fonts or colors.

"Stick to black and white color," says Augustine. As for font, it's best to stick with the basics, such as Arial, Tahoma, or Calibri.

### 15. It does not include pronouns.

Augustine says you should never write your resume in third person because everyone knows you're the one writing it (unless you go through a professional resume writing service).

Instead, you should write it in first person, and do not include pronouns. "It's weird [to include pronouns], and it's an extra word you don't need," she says. "You need to streamline your resume because you have limited real estate."

### 16. It does not include images.

"Avoid adding any embedded tables, pictures, or other images in your resume, as this can confuse the applicant-tracking software and jumble your resume in the system," says Augustine.

### 17. It doesn't use headers or footers.

It may look neat and concise to display your contact information in the header, but for "the same reason with embedded tables and charts, it often gets scrambled in an applicant tracking system," says Augustine.

### 18. Education is listed at the bottom.

Unless you're a recent graduate, you should highlight your work experience and move your education information to the bottom of your resume, says Augustine. Never include anything about your high-school years.

### 19. It doesn't say "references upon request."

Every recruiter knows you're going to provide references if they request it so there's no reason for you to include this line. Again, remember that space on your resume is crucial so don't waste it on a meaningless line, Augustine tells us.

## How Long Should A Resume Be?

No matter which of the three formats you decide to go with, it should fit neatly onto one single sided page without crowding.

Of course, there are always exceptions to the rule, and **in some (rare) cases (career changes, highly advanced technical fields, or individuals at the senior/executive level), a slightly longer resume is acceptable.**

Anything longer than that and you’ve moved out of the world of resumes and into the world of CV’s (hey, we have an article for those! [Check out our CV article here!](http://theinterviewguys.com/cv-curriculum-vitae/)) which are acceptable, but ONLY in VERY SPECIFIC CIRCUMSTANCES. (If you’ve been asked for your resume, make sure that’s what you give them or you run the risk of it being tossed.)

**Keep in mind this isn’t your autobiography!**

This is meant to give a hiring manager just enough information about you that they feel compelled to call you in and meet you face to face!

To put it bluntly, the average hiring manager spends initially between 10-20 seconds on each resume which means you have 10-20 seconds to catch their eye. The last thing you want to do is give them something that’s messy, confusing, or unorganized.

Rather than spend an additional 10 seconds trying to figure out your resume, most hiring manager will just throw it away…and we don’t want that!

## Paper

When you turn a resume into a potential employer, you want to make sure you’re using paper that helps convey the message that you’re a professional.

Of course, if you’re using an online submission system, you don’t get to choose what sort of paper an employer might potentially print your resume out on, but in the instances when you’re physically turning something in, it’s a good idea to put some extra time and thought into the paper you’re using.

Try to always print your resumes out using a laser printer or inkjet printer that produces crisp, high-quality results. You want to print on paper heavier than what you traditionally find in photocopiers.

Generally copier paper is considered 20 lb. weight. This is a lighter, flimsier paper which is perfect for running through a Xerox in high quantity at high speeds, but for a resume comes across as unprofessional and sloppy.

Aim for paper that’s slightly heavier. **Most resume paper is rated at 24 lb.** If you’re using paper with a watermark, make sure it’s facing the correct way relative to your resume.

When selecting the color of paper you’re using, it’s always a safe bet to stick to white or neutrals. Off-white, cream, ivory and light gray are acceptable for most professional jobs.

Finally, make sure you’re always using 8 ½ x 11 paper.

### Objective Statement

An objective statement is a quick outline of your employment goals with the company you’re applying to and should take up no more than a sentence or two.

# Common Resume Format Mistakes to Avoid

### Spelling and Grammar Mistakes (and Typos)

Always proofread your resume before you send it out! This includes double checking your contact information. It won’t do you any good if you have the perfect resume and employers who want to hire you if they keep calling the wrong number or emailing the wrong email. Double check! Then…check again!

### Not Targeting Your Resume

Blanketing the job market with a one-resume-fits-all approach not only makes you look lazy, but it shows an employer that you’re comfortable doing the bare minimum rather than going the extra step to make sure your resume is targeted to the job you’re specifically seeking.

### Rambling

Remember, you’re one candidate out of hundreds, if not thousands. Submitting a resume that’s long, rambling, confusing or poorly organized isn’t going to get you anything except dumped. This includes padding your resume with unnecessary information. Keep your resume targeted, clear, concise, and clean.

### Personal Information

Religious affiliations, social security numbers, personal social media contact, birthday (or age), marital status, or anything else that’s personal has no place on your resume. This also includes photos or headshots. All a potential employer needs to know is what your name is, how to contact you, and why you’re the perfect candidate based off of your skills, experience, and qualifications.

### Salary Information

Save that for a personal discussion with the hiring manager a little further down the road. Putting your salary requirements on your resume is never a good idea. Check out the article we wrote on “When and How to Negotiate Your Salary” [here](http://theinterviewguys.com/job-interview-salary/).

**Focus on what you did for past employers, not just the job you held**. Anyone can push a button. Why were you the best button pusher there was? What set you apart from every other button pusher who came before you and will come after you? Don’t just outline the job description. What were your accomplishments while doing that job?

**.** **Be honest:** I know we’ve said this again and again in multiple articles on this site, but it’s a sentiment that bears repeating. Be honest. Don’t pad your resume with jobs or duties you’ve never held or exaggerate ones you have just to impress an employer. The last thing you want to do is get a job you can’t do. Not only will you look bad, but it’ll haunt you down the line with other future potential employers. Be honest!

A resume objective is a short, targeted statement that clearly outlines your career direction while simultaneously positioning you as someone who fits what the employer is looking for exactly. Your objective is carefully researched and tailored to fit the job you’re applying for.

In other words…it’s not a generic cry to hire you, it’s **a very specific, very targeted way to point to yourself and say “Hey, why waste your time with all these other resumes when what you’re looking for is right here in front of you?”** It’s a quick summary of where you’ve been so far in your career and also where you want to go with the company you are applying to.

## When Should You Use a Resume Objective?

Are you relatively new to the job search market or lack work experience?

**Are you changing industries?**

**Are you targeting a specific job or position?**

If you answered “**YES**” to any of these above questions, then the resume objective is perfect for you!

If you answered “**NO**” to all of the above questions, you might not need to have an objective on your resume and can consider trying out the alternative “[Resume Summary Statement](http://theinterviewguys.com/resume-summary-examples/).”

Remember, more on that later…but keep reading anyway…not only is this article well written, snappy, and occasionally funny, you might just learn something that can help you with your resume regardless of your experience level.  Not only that, but you’re getting our Hiring Manager Certified “Resume Objective Cheat Sheet” for free!  [**Click here to get the “Resume Objective Cheat Sheet” now**](http://theinterviewguys.com/objective-for-resume/) .

For those of you in the middle of a career change or who might just be starting out, a resume objective statement allows you to define your goal to a potential employer…something that your work history (or lack thereof) might not otherwise be able to do for you.

## Common Resume Objective Mistakes

There are several common mistakes job seekers can make when writing their statement with the number one being using the same objective for every job application.

### 1) Using the Same Objective For Every Job Application

**EXAMPLE: To obtain a job within my chosen field that will challenge me and allow me to use my education, skills and past experiences in a way that is mutually beneficial to both myself and my employer and allow for future growth and advancement.**

Your goal is to be the ideal candidate and that means making sure you’re exactly what the hiring manager is looking for…and unless you’re applying to a cookie cutter factory in a cookie cutter job town where every job every employer is listing is exactly the same then I guarantee you 100% that your statement will NOT be a “one size fits all” statement.

Next!

### 2) Making It All About You

This is a trap that many job seekers fall into, as they can’t resist to use the objective to list off all of the things that they want to get out of the position.

**EXAMPLE: Hi, I’m Joe Jobseeker and I really want a job in a company where I make a ton of money doing as little as possible. Oh, and a corner office. A company car would be nice too. While we’re at it, let’s talk benefits, retirement…and the company vacation policy.**

Yes, we’re being over the top with this one, but we need you to look at this and laugh…because even a slightly toned down one where you list only what YOU want is going to come off just as ridiculous to the hiring manager as the one we’ve blown out of proportion.

### 3) Being Too Vague

Mistake number three is being vague. Like we said, this isn’t a one size fits all so by being ambiguous in the hopes of somewhat fitting what they’re looking for is going to get your resume sent directly to the circular file. (In case you don’t know, the circular file is the trash can. It just sounds fancier but the end result is the same…no job.)

**EXAMPLE: Looking for a long term full time job where I can apply my extensive skills and knowledge to the position for which I am hired.**

Blah. Who is this person? All we know by reading this statement is that they have skills and knowledge…but other than that, not much else. What skills do they have? Do they really apply to the job? And what knowledge can they draw from that will benefit the company? See what we mean? It’s so generic you could literally fit anything into those blanks…it’s like Resume Mad Libs!

Next.

### 4) Going On… And On… And On… And On… and zzzzzzzzzzzzz….

Mistake number four is being too long. This isn’t a novel. It’s a quick little blurb to catch their attention so they can bring you in for an interview…then you can get into more detail!

**EXAMPLE: Not going to put one here. Why? Because the example we were going to do was going to be so long and ridiculous that you and everyone else reading this post would just get bored and move onto another article. Just remember, it’s all about short and sweet. Anything over a sentence or two is TOO LONG. Remember that.**

### 5) Adding Absolutely No Value

Mistake number five is probably the worst…and the easiest to fall into (outside of mistake number two, the “all about me” statement.) Mistake number five is writing a statement that basically fills space but doesn’t tell the hiring manager anything about the value you bring to the table. This can also be confused with the too vague statement…

**EXAMPLE: To obtain a position within my chosen field where I can utilize my skills as a hard-working, well-educated employee in exchange for a steady market-fair paycheck.**

Congratulations. You’re educated and you’re hard working and you want to make money. So what? So are 90% of the people you’re going up against. Why are YOU the ideal candidate? What makes the hiring manager want to bring YOU in over everyone else? See what we mean?

AND MOST IMPORTANTLY:

**How are you going to fulfill the needs of the company?**

When writing your resume objective, you should always have the intention of answering this question.