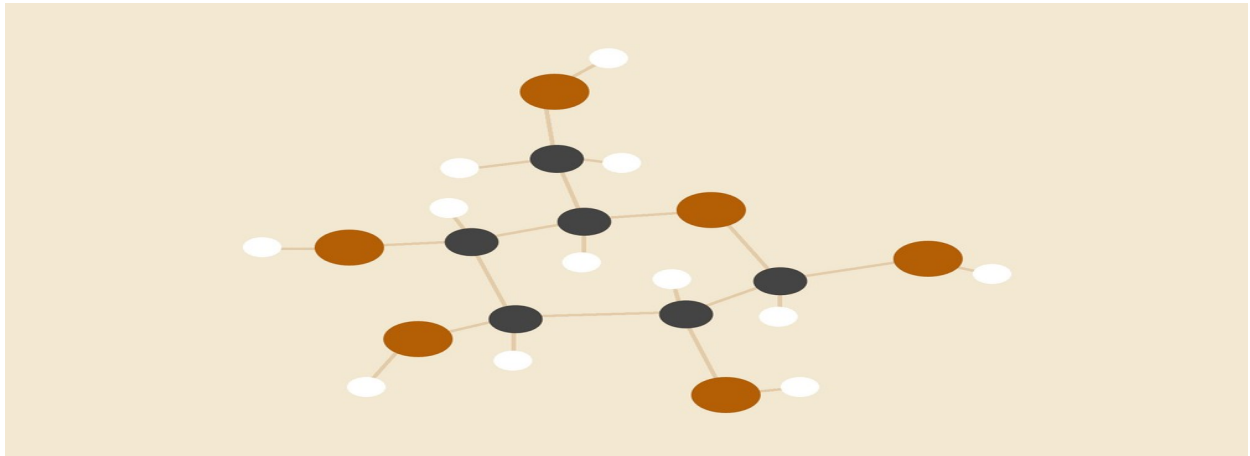


Fixing Your Resume One Step At A Time

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Chapter 1:

Getting That Resume Right!

Your job search starts with you getting that resume looking and sounding good.

Resume 101: Change How You Think About A Resume

Introduction

People over-complicate what a resume is.

A resume is a self-promotional document that presents YOU in the best possible light SO THAT you can be invited to a job interview...

Nothing more. Nothing less.

You've Got 8 Seconds To Get Their Attention

Research shows that you have 8 seconds to get someone's attention before they lose interest and go elsewhere.

Hiring Managers receive hundreds of resumes every day.

In just a few seconds (a mere glance) they will decide whether or not to call a candidate for an interview.

If your resume is not conveying the right message, it will land-up where most do - THE TRASH.

Implementing a few basic concepts into your Intentional Resume tips will TREMENDOUSLY help with your search to get the Dream Job that you want.

Find And Add In Some Keywords

Many companies currently utilize an automated resume database that contains thousands upon thousands of Resumes.

Including Yours.

When your Dream Job comes on the market, keywords are used to find the right resumes from among the thousands stored in these systems.

If your resume does not contain the right keywords, it will never be found during such searches.

A Resume Is Marketing & advertising

A resume is not just a typed up sheet of paper telling someone where you used to work.

It is a strategic tool used to enhance your chances of getting a job.

Are you reaching your target audience? How is your advertising working out for you?

A thoughtfully created resume that considers these things will help shorten your overall job search time.

Conclusion: Change How You Think About A Resume

A well-written, keyword-rich, resume not only impresses employers, but also reduces the overall time it takes to find a job.

Good resumes get the interviews, and the more interviews you get, the higher your chances are to become employed.

That's what you want, right?

Writing Your Resume With Intention

Introduction

An Intentional Resume Should Be Short, Precise And Have An Air Of Confidence.

When it comes to building an Intentional Resume, you want to showcase how smart you are, how organized you are and how you are perfect for the position.

Keep It Short And Concise

Apart from basic requirements of any resume, an Intentional Resume is required to be short and precise.

In the following sections I will lay out some tips to help you create your resume with Intention.

Your Intentional Resume Should Say What You Want

Start with a brief headline encapsulating your career goal and one or two of your top qualifications.

These two things will show your sense of direction to the employer.

Less Information, Not More

Your Intentional Resume should have the names of each of your employers and your corresponding job titles, as short as possible.

Use What You Have To Get What You Want!

Your Intentional Resume should mention any technical or computer qualifications.

Any personality development, certifications and diplomas.

Mention the source, content brief, the duration, institute and also it's result to your former employers.

Toot Your Own Horn

Emphasize your accomplishments and contributions in your Intentional Resume, no matter what your Job Roles have been.

For example: improved efficiency and productivity by 10%, carried out a study to point to the targeted market for particular consumer products.

Showcase Your Core competencies

To showcase your core competencies include an area of expertise.

For example:

- Warehousing
- systems management
- inventory control
- budget planning
- retail distribution
- P&L management
- team leadership and mentoring.

Highlight Your Impact

To make your Intentional Resume stand out, mention your contribution to a Project.

Whether it's a reduction of cost, improving efficiency and productivity within your department or the company in general.

Highlight any other achievements that have benefited your department and obviously your organization in general.

8 Resume Editing Tips

Introduction

It's amazing what a well-written and nicely presented resume can do for your job search.

Before you send yours out, follow this checklist to ensure you are sending out an excellent quality representation of yourself.

1. Grammar, Spelling, Punctuation

Use the grammar and spell check function, then print it out and read the document word for word.

Spell checker doesn't know that you meant "manager" when you actually typed "manger."

2. Capitalization

Use a manual such as the Gregg Reference Manual if you do not know capitalization rules.

3. Punctuation

Check for proper use of commas and semicolons.

4. Run-on Sentences

Check to make sure you do not have run-ons that are hard to read.

5. Consistency

You must be consistent with your number usage (dates, money, numbers), plurals, and abbreviations. For example, don't list one date as 8/2004 and then list another date as 3/15/2004. Also, be aware of listing software consistently (abbreviation use). MS Word and Microsoft Outlook are both correct, but not consistent.

6. Education Section

When you have a degree, list only the year that you obtained your degree.

When you list your dates, (i.e.: 9/1998 to 1/2002) many resume-scanning systems will not recognize that you obtained a degree, only that you attended college for a period of time.

7. Ampersands

Ampersands (&) do not belong on a resume. There are a few exceptions. One exception is a well-known company name (AT&T). Another exception is well-known industry terms (P&L).

8. Hyperlinks

All e-mail and web addresses that you list need to be deactivated in your resume.

To do this in MS Word, highlight the link, go to the "Insert" drop down menu, scroll down to and click "Hyperlink", and on the lower left-hand side of this screen there should be a little button that says "Remove link"

When you find it, give it a little click and voila!

Alternatively, you can highlight the link, right click on it, and scroll down to "remove link" to deactivate the link.

Advice for Writing a Resume

Introduction

If you ever plan on getting a job or starting a career of some kind, you will have to have a resume.

Why You Need A Good Resume

If you ever plan on getting a job or starting a career of some kind, you will have to have a resume.

Not just a piece of paper that gives the employer some information about yourself, but rather something that will set you apart from the others applying for the same position.

There Is No Magic Resume Formula

One would like to think that there is one way to write a resume, and that if you follow that exact formula, you're set.

But this is not the case.

Each employer is different, so some might like one style over another. We can however give you some tips that will turn you in the right direction.

Give Less Information, Not More

One thing that we see over and over again in resumes is an overload of information.

I guess there are many resume writers that think quantity will impress people over quality. They are dead wrong.

Employers are busy people, and don't have all day to dig through a mountain of information. So keep it informative, but to the point.

Don't add things in there that aren't relevant to the job. In other words, don't list that you like pets when you're applying for a job as a web designer.

Keep Your Resume To One Page

In keeping with the "to the point" rule, keep your resume to one page.

They shouldn't have to flip a page over to see what they are looking for. This is a waste of their time.

So what should you include on your resume?

- **Your name** and other information on how to reach you. It's kind of pointless handing in a resume if they can't get back to you. :)
- **Your Objective.** There are quite often other positions to fill, so make sure to specify what you are applying for.
- **Training and Education.** List your training and education with the most recent being on top. List only what is related to the job. Make sure to list any

side classes you took that could be related to the job.

- **Experience.** Make sure once again that you are showing quality, and not quantity. If you are really weak in the experience area, still be careful as to not make it seem like you are just trying to fill in some space.

Keep In Mind The Fonts That You Are Using

Although you want to keep a resume to one page, you must not do so by using a font that is difficult to read because it is too small.

My Personal Font Tips

I find that a font size of 12 or so does the trick.

Anything smaller than a point size of 11 is pushing it, and might make it hard to read. This is especially the case if the employer is older.

One test to see if the font is too small is to ask a parent to read it. If they have to squint or move the resume back and forth until they find a good reading distance, you might have something that is challenging to read.

The Best Fonts To Use

Fonts that you might want to use are Times New Roman, Arial, Garamond, Bookman, or Helvetica.

These are easier to read, and can be found pretty much on any computer.

Dont bother with crazy script fonts or other fun looking fonts.

You want to make sure your resume reflects professionalism and structure, not a casual direction or feel.

Make Sure That Your Resume Has Room To Breathe

Dont clutter and squeeze things in just to fit them in.

Adding some space creates a nice visual organization that breaks down the page into more manageable pockets of information, and makes it easier for an employer to find what they are looking for.

It's very hard scanning through information when it's all squished together...

So keep it nicely spaced.

Printing Your Resume

When you are ready to finally print this resume, make sure not to get cheap on the paper it's printed on, or the way it is printed.

Use a laser printer when printing your resume up, and make sure it's on crisp

thicker stock paper that doesn't have any blemishes or folds.

Make sure to have at least 20lb stock.

Outputting to a laser printer will ensure the darkest text, and that it won't bleed or smear. Inkjet printers just don't cut it for this task.

Conclusion

In the end, make sure you keep it simple and to the point.

Don't add what you don't need to for the sake of making you look busy or important.

Just add what is necessary to reflect the important aspects that will make yourself a good fit for that company.

Give the resume room to breathe, and don't skimp out on the printing process.

Follow these simple guidelines, and you'll be well on your way creating a rock solid resume, and a strong impression on employers as well.

13 Resume Blunders That Can Cost You The Interview

Introduction

Submitting your resume isn't about sweating out an all-purpose document in job speak.

Nor is it about submitting it to every place you can find especially on a "what the heck" basis.

Your resume is your personal marketing piece. It's what gets you in the door.

If you want the interview, make sure your resume is not representative of any of these 13 errors.

1. A Bland Or Generic Objective

If your objective could be applied to a marketing resume as easily as a resume for an accounting position, then your objective says nothing and will get you nowhere.

An objective is NOT some required paragraph at the top of the page that is an exercise in 5 lines of job speak.

It's an actual and real description of your skills as they're related to who you are and what you want.

It should vary with the type of job for which you are applying.

2. Grammar, spelling, punctuation

Use the grammar and spell check function, then print it out and read the document word for word.

Spell checker doesn't know that you meant "manager" when you actually typed "manger."

3. Bland Job Details

Here is how most people's resume looks: "Responsibilities included overseeing construction of 4 Hilton Hotels in Tri-City Metro Area, each 50 floors in height."

Ok... So what?

That doesn't say if they went up on schedule or if you brought the projects in under budget. It doesn't say if you took all four from site work up or if the guy handling two of the four hotels was fired and you were promoted to overseeing all four.

Differentiate yourself from the others coming in to interview. If you don't tell the hiring company how you will be an asset to them, how will they know?

4. Who's The Mystery Company?

Don't assume the name and purpose of your company is common knowledge.

If it's a competitor, it might be, and if it's in the same industry and located nearby, it might be.

To be on the safe side, provide a sentence or two about the focus of your company's products or services.

5. Another Job, Another Paragraph

Don't keep adding on to your resume job after job, year after year.

By the time you're in your 40s, you need to have weeded out some of the earlier stuff. You don't need all the college activities, just your degree.

You don't need ALL 5 bullets for each of your first two jobs.

6. References

References shouldn't be listed on your resume. "References available on request" is the proper phrase.

You present them separately when they're requested. This isn't about protocol.

This is about protecting your references so they aren't called until you and the company are serious about each other.

7. It's Not A Story!

Don't - whatever you do, DON'T - write your resume in the third person!

8. Skip The Personal Info

You might think your weekend baseball coaching or your church choir participation

shows you're an interesting and well-rounded person, but they're irrelevant.

If the interviewer wants to know who you are as a person, aside from the job interview and your qualifications, they will ask.

9. Don't Hide The Degree Date

No matter how old you are, don't leave the date of when you graduated off your resume.

It looks like you're hiding something (well, you are, aren't you?), and then everyone counts the years backwards and tries to figure out how old you are.

Sometimes you can be ruled out - just for leaving the date off. If you're trying to hide your age by not stating the date..

What else might you not be forthcoming about?

10. Spell Check, Spell Check, Spell Check

Spell checking visually by you AND someone else, any fewer than three times, isn't enough.

And don't forget to check your punctuation!

11. Don't Use Resume Blaster Sites

Don't use one of those resume blaster websites.

Half of those sites they blast it to aren't even valid.

You don't know how it will come out on the other end. You don't even know where it's going or if the landing targets are employment related.

It's bad form and just....NOT the way to find your perfect job.

Finding your perfect job takes focus, attention, detail, individuality, tailoring, specifics.

Resume blasting is about as far from that as you can get.

12. Getting Your Resume Out There

If you know the company, call and ask if they prefer email, fax, or snail mail.

I know a recruiter who never even opened his email.

Because he was listed in The Kennedy Guide to Executive Recruiters, he received so many resumes emailed to him cold (so NOT proactive) that he just did a mass delete every morning.

Candidates contacted for a specific search were requested to snail mail their resume to him.

How about that? I'll bet less than 10% of those who emailed their resumes even bothered to follow up to see if it was received (this isn't a numbers game).

13. Resume Visuals

Ivory paper. Black ink. Individual pages.

No plastic, 7th grade, science report cover with the plastic slider or metal push down tabs.

Your name centered at the top, not on a cover page that says "Introducing Ashley Williams".

No exceptions.

Your Resume Is A Professional Document

Your resume is a professional document, not a school book report or an art project. Until every resume is done this way, yours will still stand out in the crowd.

You are the product, and your resume is the marketing piece. To find your perfect job you must differentiate yourself from the other people who will be interviewed.

Making Your Resume Specific

Your resume must be specific, individualized, easy to skim so it invites a closer reading.

Your resume must be focused on the differences you've made with your previous companies, as well as the accomplishments you've achieved with - and for - them.

This tells the hiring company what you can do for them - and it IS about the hiring company, not you.

You Still Must Be Able To Do The Job

Of course this assumes you meet the requirements for the job.

Otherwise it doesn't matter how good your resume is!

Avoid These Big Mistakes

The resume is what gets you in the door.

If your resume is any of the following things, then you need to fix them ASAP!!

- If your resume is poorly written
- If your resume looks sloppy
- If your resume is difficult to read
- If your resume is cryptic in any way
- If your resume requires reading a lot of information

If your resume is any of the following things... then you won't even get in the door.

So let me ask you this:

How can you decide whether you like a company, if the Company has already decided that they don't like you because of your Resume?

In Progress Article

