



TO YOUR SUCCESS

THE NUMBER 1 RESUME IMPROVEMENT

... that you can make in just minutes to get you ...

MORE JOB INTERVIEWS



YOU WILL NOT WANT TO MISS THIS!



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YOU NEED TO USE A BETTER WAY



If you are not hearing back from employers for those jobs you know you are “perfect for,” then there’s likely a lot going wrong with your resume.

Hands down, the use of “yesterday’s” resume strategies for “today’s” job-search aren’t doing professionals (possibly you too) any favors.

You can no longer afford to utilize outdated resume techniques to compete for jobs. Cookie-cutter intro statements, standard and overused resume layouts, and flat content can all be *resume killers*.

A lot has changed over the years within the job-search landscape. For example, talent management systems that leverage Boolean search strings have been one of the major game-changers. Also, factor that hiring managers are viewing resumes more as “soft copies” (via computer screen/ATS), and you quickly understand that paper choice and size of resume margins, and other minute details, are no longer of concern to you. Think of the last time you printed your resume. I bet it’s been awhile!

WHAT ARE CONSIDERED OUTDATED RESUME STRATEGIES? THESE ARE SOME OF THE “OLDIES”:

- Strictly sticking with a chronological resume layout
- Mentioning too many soft skills throughout the resume content
- Avoiding the use of relevant keywords and key phrases specific to you/your career
- Using a basic resume objective, when a fleshed out summary statement is the better option
- Cutting the content of your resume too short
- Developing a “one-size-fits-all” resume
- Going with a one-page resume — for most, this is a very bad idea!

I won’t mince words — you should use a resume writer to produce a professionally written resume. Fail to use a skilled resume writer, and you could spin your wheels and lose job offers — again and again. So, think about the cost of waiting and wondering about your resume.

What is your lackluster resume costing you in the long run?

THE BEST RESUME STRATEGY YOU MUST IMPLEMENT TO GET MORE JOB INTERVIEWS

THE #1 RESUME STRATEGY

Personal branding is hot – very hot!

Once paralleled with top business professionals such as Bill Gates, Donald Trump, and let's not forget Oprah, personal branding strategies are now applied to job seekers.

Branding is most often not made up of just one thing.

Personal branding "is not limited to the body, clothing, appearance and knowledge contained within, leading to an indelible impression that is uniquely distinguishable," according to Wikipedia.org.

A brand, put simply, is what a person is remembered for most. For example, from a career standpoint, a person could be best known for his approach to problem resolution, corporate restructuring, personal/team achievement, and so on. For clarity, we could call this "Career Brand."

Can a brand and branding statement be introduced into your resume? Absolutely.

I once had a client who was known as a "Change Agent" because large companies knew him as someone who entered a failing company and completely changed and improved internal systems, policies, procedures, and staff performance. That was his career brand – taking companies from the brink of financial ruin and changing them to profitable entities in less than 24 months. He was a top performer, and he was well known corporate-wide for his level of success.

What's Your Career Brand? How to Identify Your Brand:

To identify your career brand, start by taking your 15-second elevator pitch and reworking the content to include only the key bits about you professionally that are most relevant to mention. For example, are you generally a top 1%-2% sales performer? Are you award-winning in your industry? Is there something particularly notable about you that wouldn't generally be found with someone else at your education or career level? What's unique about your skill set that's also relevant to your job target?

Don't have an elevator pitch? In that case, write a short paragraph (4-5 sentences) about your professional career and value. Boil that paragraph down to a couple of sentences (less if possible). Lastly, fine-tune the paragraph until it contains the exact wording that sells you to the hiring community – generally a tight finished sentence, possibly a few fragments of data (the below examples can help you).

Ideally, your branding statement should contain your top career performance. Take the following examples into consideration:

Supported Award-Winning Campaign While Senior Account Executive ... History Growing a Fortune 500 Client Account ... Known For Handling Challenging Staff Turnarounds

Top Sales Performer — Generally Grow Sales by More Than 40% and Expand Market Share by 20% to 30%.

Retained Client Accounts During a Major Industry Realignment

Maintained Vendor & Client Relationships During a Hostile Takeover & Subsequent Merger & Acquisition

Reduced Staff by 40% for Last 2 Employers — While Increasingly Profitability by 45% and 56% Respectively

Your branding statement might not be as great as one of the above, though that doesn't mean you can't find one if you are in a position that doesn't relish in bottom-line achievements. Using a basic umbrella statement relative to the broadness and depth of you and your career can work too.

Take the following examples into consideration:

Pharmaceutical Business Developer & Product Marketing Manager — Build New Sales Pipelines by Leveraging Outreach Programs & Aggressively Promoting Pre-Launch/Launch Activities

Senior Financial Analyst — Assess Revenue & Cost Drivers; Support Financial Forecasts (Trends vs. Expectations); Improve Financial Performance

Construction Project Manager — Manage Large-Scale Retail Construction & Facility Management Projects With Budgets of \$500,000 up to \$1.2M

Wondering about the best place to put your new branding statement?

Because a branding statement is typically a one or two-liner, and contains all your "sugary career goodness," position that bugger proudly at the top of your resume — above the summary statement of your resume.



SUCCESSFUL PROFESSIONALS INVEST IN THEMSELVES



Jobseekers can no longer afford to utilize mediocre resume-writing techniques to compete for top jobs – or any job for that matter. Cookie-cutter intro statements, standard and overused resume layouts, and flat content can all be **resume killers**.

So, how do jobseekers gain a much needed advantage? Pairing up with the right resume writer is certainly a great start. But, why specifically should a jobseeker use the services of a professional resume writer? The answer is simple. Top resume writers know what makes a great resume; i.e. the use of a branding statement, a tag line or two, relevant keywords/key phrases, and a situation/action/results writing style.

WHY IS A PROFESSIONALLY WRITTEN RESUME SUCH AN INVESTMENT?

There's a story that Picasso was once sitting in a bar in Paris. A female approached him and asked for a sketch. He proceeded with drawing her likeness on a napkin. He handed it to her and asked for a sizable fee. Outraged, the women commented about how quickly he completed the task. "... it only took you five minutes!" she said. And, Picasso responded, "No, madam, it took me all my life."

When you have your resume created by a professional resume writer, the time invested in crafting a custom document is not limited to the effort required to gather information about your job target, previous experience and accomplishments, education, and value to your next employer – although this is significant. It's not limited to the several hours of time (and gallons of blood, sweat, and tears!) it takes your writer to carefully choose each word and phrase for maximum impact.

While there is significant time spent gathering and synthesizing the details of your career and designing a wholly unique and customized resume, the value of your professionally written resume originates in the skill of the writer – talent developed through study of effective resumes, training in modern communication techniques, and thousands of hours of writing experience.

You are also benefiting from what Picasso recognized as his biggest asset – a lifetime of knowledge and experience. Your professional resume writer knows how to paint a custom word portrait for you that is a snapshot of your career progression and ambition, designed to attract job interviews. More than a few jobseekers have turned a single sheet of paper – their professionally written resume – into the job of their dreams. Will you be next?

WHY YOUR RESUME IS SO CRITICAL – ALL THE PLACES IT HELPS YOU

The most obvious reason why you might need a resume is when you're looking for a job. But there are many other reasons why you might want to put together a resume now, even if you're not actively seeking new employment.

Your employment situation can change in a heartbeat – the company may be acquired, or sold, or go out of business. A great boss may leave for a new position – and maybe he wants you to come with him. Or maybe his replacement wants to bring in his own people.

Even if you don't need a resume to apply for a position online, it is useful to have a well-organized, neatly formatted document to hand to the hiring manager at the beginning of an interview. The resume can also serve as "talking points" to guide the content of an interview. The time invested in compiling information on your credentials, skills, and accomplishments can also help prepare you for the job interview itself.

Your current employer may even request a resume from you – for example, to include in a proposal the company is preparing for a new contract. It's not uncommon for key personnel bios to be included in a response to a Request for Proposal (RFP) or applications for grants.

If you want to apply for an internal promotion or transfer, you may not think a resume would be required, but often, it is. An internal recruiter or a hiring manager in a different part of a big company isn't going to be familiar with all the aspects of what you do — and even if they have access to the job description for your position, that won't tell them about the specific contributions that you've made in your current role. It's your job to quantify and document your achievements — and a resume is a good way to do that, even for an internal position.

A good time to create — or update — your resume is when you are preparing for an annual performance review. Documenting your accomplishments can help you prepare to show your manager how you've added value to your position — and department — since your last review. The resume development process is also a good time for self-assessment. A well-written resume tells the "story" of your career — demonstrating consistent themes and supporting information that highlights your qualifications for the job target you're seeking, while omitting irrelevant information and positions.

Outside of an employment context, you may also be asked for a resume if you're going to be a speaker for an organization or an event, so they can use the resume to create your bio and speaker's introduction.

Individuals being considered for a political appointment — for example, a state government committee or board — will likely be asked for their resume. The same is true for individuals being considered for key volunteer roles — for example, if you are asked to be on a nonprofit's board of directors.

You may also be asked for a resume if you are being considered for an award — or being given an award in recognition of your work or volunteer efforts.

Resumes are also a tool for networking. Someone you just met who is interested in learning more about you may ask for your resume. This contact may help lead you to unadvertised job openings. In the same way, getting your resume in the hands of someone who knows you well can also lead to new opportunities. They can use the resume to pass along to other people who might be in a position to hire you, or to use as a "door opener" to introduce you to other people who might be useful in your job search.

The resume can also be used as a tool to market you. If you work in a service-oriented position, your skills, education, and expertise are a critical part of what makes you credible to potential clients. Having a resume — or a bio based on your resume — that communicates why you are a good choice to provide the service can help fill your appointment book, especially for therapists, clinicians, coaches, and teachers. A document that showcases your credentials can be an important part of your company or practice's marketing materials.

Resumes are important at any age. A resume can be a good resource for high school students applying for scholarships and to include with college applications. It can be updated throughout the college years and be used to apply for internships and part-time jobs. And, of course, once you graduate from college, you'll likely need a resume to apply for your first job.

It's also important to note that a LinkedIn profile is not a substitute for a resume. Because a LinkedIn profile is public (even if you have your privacy settings locked down on LinkedIn, someone can still take a screenshot of your profile or create a PDF of it), there may be information that you do not want to include on your LinkedIn profile that can help demonstrate your accomplishments to a prospective employer. In addition, a resume can be customized to target a specific position, while you can only have one LinkedIn profile.

Furthermore, a well-written resume can actually help you populate your LinkedIn profile, making it easy to complete the "Work Experience" and "Education" sections.

Tired of your resume being an under-performer? If so, contact me and we can discuss what you're hoping to accomplish with this latest job move. You can reach me at [**carolyn@totalresumes.com.au**](mailto:carolyn@totalresumes.com.au)
