

RESUMES

WHAT IS THE PURPOSE OF A RESUME?

A resume is an advertisement that presents you in the best light. It is pleasing to the eye, stimulates interest in meeting you and inspires the prospective employer to pick up the phone and ask you to come in for an interview.

Other reasons to have a resume:

- To pass the employer's screening process
- To establish you as a professional person with high standards and excellent writing skills, based on the fact that the resume is so well done
- To provide background information to your job-hunting contacts and professional references
- To give out in informational interviews with a request for a critique (this is a way to cultivate the support of this new person)
- To help you in the process of clarifying direction, qualifications, and strengths

Remember: Boosting your confidence in a positive way with a well-written professional looking resume.

WHAT ISN'T A RESUME?

It is a mistake to think of your resume as:

- A history of your past
- A personal statement or some sort of self-expression
- Something you do grudgingly to fulfill an obligation

A great resume can be your ticket to getting exactly the job you want. Writing from a place of genuine enthusiasm and the intention to create interest can persuade the employer to call you. Writing from this perspective will be very different than if you only write to inform or catalogue your work history.

RESUMES: cont'd from the previous page

HOW TO GRAB THE ATTENTION OF PROSPECTIVE EMPLOYERS

- Research tell us we have 10 to 20 seconds to persuade a prospective employer to read further
- The decision to interview a candidate is usually based on an overall first impression of the resume
- The top half of the first page of your resume will either make you or break you
- Learn to sell yourself as a product in which you have a large personal investment
- People will most often buy the best advertised product rather than the best product
- Focus on the employer's needs by writing your resume to appeal directly to the person who is making the hiring decision
- To identify an employer's needs, gather hints from help wanted ads, ask other people who work in the same field or for the company you are applying to or call the prospective employer