How To Write
A Killer Professional Resume
That Will Absolutely
Get You An Interview

By Bryan Dilts, CPC

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A Killer Professional Resume
That Will Absolutely Get You An Interview

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This book is not written by someone guessing what works.

With more than 22 years of experience as a professional recruiter,
I know what works and what doesn't.

I will show you How to REALLY Get A GREAT JOB ™.

www.dilts.us
www.howtoreallygetagreatjob.com
www.agicc.com
www.grab-me.us

Contents

Start right

If your resume is not getting you interviews, you have to fix it. I'll show you how.

If you have no resume, here's the quickest way to write a killer professional resume.

4 steps will get your resume right

1. **Collect the information**
2. **Show the basic facts right**
3. **Prove you are special**
4. **Add irresistible sparkle**

I'll take you through those 4 steps. Then I'll show you

5. **Tips, tricks, and how to win**

But first you have to understand 2 things:

- **What a resume does**
- **The life of a resume**

What a resume does

A resume should get you a job interview on the phone or in person. Nothing more. That is your resume's entire purpose.

Your resume is not:
- Not a job application
- Not a complete job history
- Not a list of your faults
- Not a warning to employers
- Not a full list of everything you can do
- Not a place to talk about personal things

Never lie on your resume.
Never deceive with your resume.

A resume is only to get you an interview. Memorize that.

A resume only exists to get you an interview.

The life of a resume

Most resumes last 10 seconds. Honest. The studies have been done repeatedly.

Most **good** resumes last 45 seconds. That's all. Really.

Any resume that lasts longer than 45 seconds is outstanding.

Here's how it happens:

100 ad responses come in. A company gets your resume and the screener takes **10 seconds** and decides to trash your resume or save it for later. It takes 17 minutes to trash 70 resumes.

30 remaining resumes are each given a **45 second** read through and 20 more are trashed. That takes 23 minutes

The final 10 resumes are passed to a manager.

That is it! No second chance. **No mercy.**

Your resume has to get past the screeners

This book is about how to write that killer resume that will **get you an interview.** It is the shortest route to a great resume that has ever existed.

A resume for your first professional job

You will get your job interview based on:
1. Training and certifications
2. Love of the subject matter
3. Attitude
4. Testing

A resume for your next professional job

This is different:
1. **Accomplishments**
2. Attitude
3. Experience
4. Love of the subject matter
5. Training and certifications

You have to have an outstanding resume.

Here is how to write it:

Collect the information

Download the Resume Planner at
http://www.agicc.com/resplangeneral.pdf
and print out a copy.

Fill out the resume planner.

Also look at resume examples at
http://www.agicc.com/resumeideas.htm .

There are examples of real resumes that get people jobs.

If you need help, I'm available for consulting on resume writing and job search coaching.

http://www.agicc.com/coaching-options.htm

Filling out the resume planner

What information you need

Jobs I want

Most professionals actually forget to pick which kind of job they want. They scan job boards for anything that says "CPA", Geologist, or Programmer and apply for it. **Don't do that.**

On the resume planner put down the jobs you want the most. If it is one particular job, great.

If you are desperate for any job, you are in BIG trouble.

You can't catch two rabbits

When a dog chases two, three or more rabbits in an open field, the rabbits often win. He chases one rabbit until he sees one a little closer start running. So the dog chases that fresh rabbit and the dog gets more tired. Then another rabbit is closer so the dog chases that rabbit. The dog gets tired and the rabbits all get away.

When a dog chases one rabbit in an open field, the dog has a chance of catching the rabbit. He is focused. The dog wears the rabbit down, catches it, and has lunch.

You have to decide what you want! Or you will be the dog chasing a bunch of rabbits and never catching one.

The specific jobs I want

If everything worked out perfectly, what would be the job you really think you have a chance of getting? **Put it down on the first line of "Jobs I want".**

What job is the one you are most likely to get that will use at least some of your most valuable skills? **Put it down at the bottom of the list of "Jobs I want".**

Fill in the spaces in-between with specific jobs you want the most that you really are qualified to get.

Remember the rabbit and dog story from the previous page. If the jobs are related, you may be okay. If they are totally different, consider crossing a few off the list for now.

Time to brag

Humility really will get you nothing. You have to think of everything you have ever done that relates to the job you want. **Everything.** You will pick and choose what to put on the resume later. It is brainstorm time. List everything. Use extra sheets of paper if you have to.

Training, job certifications and testing

What skills and technologies do you have certification in? What courses have you taken?

Make a list. Attach a transcript. Even add half day courses. Any certificate of completion should go on this list.

Every course you took and every test you passed to get your certifications goes here.

Self-taught courses go on here too.

Books you read count.

Subjects you learned from a friend who is an expert also count. Write, "Studied SAP costing techniques with Fred Gonzales."

But I don't have any certifications

So, go out and get them.

At www.brainbench.com you can take a free test. It is their way of getting you interested in paying for more tests.

Did you fail to list any of these certifications?

CPA, MBA, ABA, ABV,
AFE, ATA, ATP, AVA, AES, CCSA, CBA,
CB, CBM, CDFA, CFA, CFE, CFF, CFSA, CFM, CFP,
CrFA, CFC, CFFA, CFD, CFE, CFS, CGAP, CGFM,
CHFP, CISA, CISM, CITP, CIA, CISA, CM, CMA,
CM&AA, CPP, CPEA, CPFO, CQA, CRP, CTP, CVA,
ECS, EA, FCPA, PFS

Google "accountant certification" and one of the certifications above for what they mean. These are all just for accountants.

Whatever you do, there are certifications available. And if there really aren't any certifications, you can start an "association" and create a brand new one. There are certifications for septic systems professionals and hamburger flippers. You can find a certification that applies to you.

Come on. You are an expert. You know how to find out what certifications are available.

Certifications along with training will set you apart and help you have a killer professional resume.

Skills, abilities, software and hardware used

This is critical to get past being a 10 second resume.

Remember, the 10 second resume? That is the one the receptionist trashes because it only says "General Ledger". It should say SAP, JD Edwards, Great Plains, Axapta, MAS 90, MAS 200, or MAS 500.

You should have a huge list of technical words, abbreviations, acronyms and useful technologies.

Put that list on the planner. If you need extra paper, use it.

No, they won't all go on your resume. Not in most cases. But you absolutely have to know the list.

Examples for a computer technician:

Windows 10, Windows 8.1, Windows 7 Professional, Windows XP Home, Windows XP Professional. Windows Millenium, Windows 98, Windows 95, Windows 3.31, OS/2.

Windows Server 2012, Windows Server 2008, Windows Server 2003, Windows Server 2000, Windows NT Server 3.51, Windows NT Server 2.0, OS/2 Server.

Red Hat Linux, Sun Solaris, HP-UX, IBM AIX, SCO UNIX, IRIX, Sun Solaris, FreeBSD, NetBSD, OpenBSD.

Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft Front Page, Microsoft InfoPath, Microsoft Live Meeting, Microsoft OneNote, Microsoft Outlook, Microsoft PowerPoint, Microsoft Project, Microsoft Publisher, Microsoft Money, Microsoft Visio.

Adobe Acrobat, Adobe Photoshop, Adobe Extreme, Adobe Flex, Adobe GoLive, Adobe PageMaker, Adobe FrameMaker, Adobe Graphic Server.

IIS, Apache, Citrix……..

Get the idea?
(If you know all those you may want to be a CIO instead of a CFO or geologist)

Allow no one searching for you to be unrewarded. If you have very technical expertise, put every possible technical phrase and acronym at the bottom of your resume. Even some manager jobs need them all.

For a **C-level or VP position**, be careful. For the highest level positions they assume others will do the day-to-day work. Don't put that you can use a spreadsheet. They know that.

Love of the job you want

This may be the most important section of the resume planner.

Here are some things you can use to show your love of the job and your great attitude. These are for an accountant. They even count if you are a CFO now. A CFO won't highlight them, but will mention them as hobbies. The same ideas apply to any professional.

- How did you help family and friends with their bookkeeping, taxes, budgeting or financial planning?
- What industry trade publications do you follow?
- What unbelievably difficult problem have you been studying?
- Did the soccer club, school, or library use your help
- Have you helped old folks in a senior center with taxes?
- Which online forums do you contribute to?
- Who have you helped recover their bookkeeping when their computer was toasted?
- Have you helped anybody use MS Excel?
- What have you done with databases?
- How many accounting systems have you tested?
- Have you helped anyone choose a new accountant?
- How many accounting systems have you installed?
- Are you a security guru?
- What weird things have you made an accounting system do that it was not designed for?

This is critical:

How do people know you love banking, accounting, geology, finance, business intelligence, treasury, budgeting, cost accounting, business processes, ERP systems, or operations?

Can they see that you sleep, eat and breathe health care, geology, horse training or orthodontics?

What have you done about it? **How can you prove it?**

List every time you remember showing your love of the field that interests you. Show your great attitude. Don't screen out things you've done. Make the list huge. Later on you may end up counting people you've helped because the list is too long.

Make an Excel spreadsheet to track it all if you have to.

Your previous jobs

Why are your previous jobs important?

They show your attitude. They prove you will volunteer to help out. Your work ethic shows.

Your next boss wants to see how many of **his problems** you are going to solve.

Duties

There is only one line for duties. You don't need to put more than one line. Do not put any of your duties if your job title is descriptive enough.

You only prove you are average by listing duties. You only prove you did what you had to do.

Job Measurements

These measurements are how you prove you are better than average.

Think about it.

If 20 resumes all describe a Controller's duties, how will the hiring manager decide who to bring in?

He'll bring in the person who **proves** they were a **better Controller**. Not the one who writes the most duties.

If 20 resumes all list jobs that aren't absolutely directly related to the opening, which person will get the interview?

The one that shows he made **the biggest difference** where he worked.

Carefully fill out this planner. Make extra pages for additional jobs. Think long and hard about how you fill out each line for each job. **What made you above average or extraordinary?**

Time to write the resume
Show the basic facts right

A resume is an advertisement….your advertisement.

It has to **force the receptionist to pass it on** to the hiring manager. It must **force the hiring manager to call you up** for an interview.

If those two things happen, it is an outstanding resume. If it fails at either task, it is useless trash.

There are excellent resume services that can format your resume appropriately. I've got a link to some good ones at. http://www.howtoreallygetagreatjob.com/free-stuff/

If you fill out the Resume Planner and hand it over to a good typist, they can write an above average resume.

The resume for your **first** professional job must:
1. Prove you are special

The resume for your **second** professional job only has to:
1. Prove you are exceptional (special with sparkle).

Most basic resumes also:
1. Identify you.
2. Show where you have worked.
3. Show your education
4. List every technology that is applicable

It is after you get the basics that I will show you how to
- **Prove you are special**
- **Add irresistible sparkle**

Here is the basic format

Bryan Dilts, CPA   (555)975-9001
                                                cpc@agicc.com

Objective: Auditor, Sarbanes Oxley compliance, IS Auditor

Education: BS, Penn State Shippensburg, **Accounting**
                     AA, YTI

Certifications: CPA, CISA

Experience:

Browning, Smith, and Wesson, LLC   2002-2005
                                                Accountant
- Directed audits for 4 companies
- Participated in 8 SOX reviews
- Audited Information Systems for 3 companies semi-annually

YTI   2000-2001
                                                Teachng Assistant
- Assisted in 25 small business bookkeeping classes
- Helped 47 students learn to install server based software
- Solved over 50 Level III help desk calls per week
- Volunteered for on call duty

Hobbies: Weekly contributor to the IS Audit forum.
                     5 articles published in Secure Accounting
                     Low-income tax preparation volunteer – 4 years

Technologies: MAS 500, SAP, Oracle Financials, Quickbooks, Microsoft
                     XP and Vista, Mac OS,

Reading that resume
Like a boss

The format is pretty basic and simple.

This format focuses the reader on the most important facts.

But I cheated with this resume (like I should)

I only put the information that makes me look good.

Flip back to this resume as you read the next 2 pages.

Look carefully at the tricks I used.

Let's tear that resume apart

Your name, phone number and email are at the top.
> This is how you will be contacted. It has to be there.

The objective is only one line and very precise.
> A one line objective will be read.

> Don't insult them by saying you want to work in a great company. Of course you do. Of course they are one.

> The objectives mentioned are exactly what THEY want. 5 things all might be done by one guy at a small company. At a large company you might apply for one. Even for a job board resume, don't put more than one line of objectives.

> Using the exact job title from a job ad works best.

Education emphasizes what is most important.
> You graduated in 1999 from Penn State. That's before your YTI degree, so just put the degree and no date. That YTI degree was in computer maintenance, so don't mention that. And a grade point average of 2.2 is too poor to want to bring up, so don't. You graduated from YTI in 2001. That's after the accounting degree, so don't' put the year, let them ask about it.

Certifications are absolutely critical.
> Everyone knows what a CPA is. CISA is Certified Information Systems Auditor. It's great. You also have Windows 2000 Server, and an MCSE. They are computer certs and don't help, so don't mention them. This is an **accountant's** resume.

Your experience only shows what is important.
Job titles are off to the right because they aren't impressive. If they are impressive and are going to help, put your job titles on the left.

Use a summary of your duties instead of the official title if it is helpful. If your official title at YTI was Computer Lab Technology Assistant, it is fine to put it as Teaching Assistant. When you fill out a job application put your official title under "Title".

You didn't mention that you mostly did PC repair at YTI. You were also in charge of timesheets and network administration. Since you don't want to do any of that again, don't put those "duties" on the resume. Put down the accomplishments that may get you a job. **This is an honest advertisement, not a written confession** of everything going against you. Put only what makes you look good.

Use hobbies to show a love of accounting and helping.
Training dogs and bicycle riding won't get you a job. Even if some of the things you do mention are from a long time ago, they might get you a job. Concentrate on **what applies to the job you want**.

Technologies will get you past the screener.
Whether the screener is human or computer, **put every single piece of hardware and software that is mentioned in the job ad into this section.** When they are trying to screen you out, they won't be able to. Prove you know enough to do the job.

Now let's look at how to

- **Prove you are special**

Then we'll finish with how to

- **Add irresistible sparkle**

Prove you are special

Keep your resume as simple as possible. **Highlight exactly what makes you a perfect fit for the job.** Ignore all the rest.

Do you remember what a resume is for?

Your resume's only job is to get you an interview.

So only put information that sets you apart. Put information that shows you are better than average.

The way to prove you are special:

> say what makes you special and **leave the rest out.**

Let me give you an example from the sales field.

Pretend you are a sales manager. You need to sell 25 Acme Anvils a day through your salesmen, or you will be fired. You get a letter that only says:

I sold 32 Acme Anvils every day for the last three years.

I want a job. Email me at John.Anvil@agicc.com

Will you email John? Absolutely. And you will send him 3 emails a day until you get a reply. Your job depends on it. **Those 2 lines are an exceptional resume.** Nothing else you can say will matter more to that sales manager looking for you.

Everything in your resume should say you can do the job. If you say,

> **I can take some of the pain**
> **away from the hiring manager.**

 Then you will get the interview and the job.

What can you do that is irresistible to the hiring manager?

Go back over the Resume Planner. Put that important information from the planner into your resume.

...rejection without proof is the fundamental characteristic of Western science. (Gary Zukav)

Prove it another way – your portfolio

I recommended Ben for a job as a programmer. He had been programming intensely for 6 years. He had proof of his skills with C++. He had produced a video game that was more complex than many in the stores at the time. I was enthusiastic and said he was a junior, perfect for a 3 month programming job. The hiring manager agreed to an interview. I forgot (really just forgot) to mention he was a high school student, not a college student. The manager, out of courtesy, let the interview go on anyway. The portfolio (the game), the enthusiasm and knowledge of the kid were so great, that he was hired. Let's not forget he was cheap too.

How can a high school junior get a job as a college junior? It took an enthusiastic mistake and a portfolio.

Your portfolio

- demonstrates your enthusiasm

- proves you can do the job

- capitalizes on everything you have done that is outstanding.

A **good portfolio** is not as easy as it looks.

Your portfolio is separate from your resume.

Your **resume** is a list of accomplishments. It is lists of what happened because you were at a job. It lists achievements.

Your **portfolio** is **concrete examples** of your output. A portfolio is a demonstration of what you have done.

You may link to your portfolio from your resume, or have a DVD or physical file folder that you bring to interviews.

For a Sarbanes Oxley specialist it is project plans, audit summaries, and efficiency reviews (with confidential information stripped out).

In marketing it is letters, brochures, ad campaigns and internet links, along with proof that the marketing worked.

In programming it is websites you created or programs that actually run, all with examples of your coding.

Graphics artists often carry a huge folder of their art with them.

Some leaders actually write a book about their performance and get it published.

A writer should have documents he produced.

Can you include a link to your portfolio in your resume?

Put proof in an envelope, on a DVD, or in an internet site.

Demonstrate what you have done with your portfolio.

Proof can absolutely get you hired. No question about it.

Can you prove what you have done?

Now let's

Add irresistible sparkle

Sexy Verbs

Making a resume attractive

Boring means not read. Not read means no job. A sexy resume gets attention.

What does the person who gets your resume want to see?

Don't tell him what you are "Responsible for." That means you are overhead. No initiative. You didn't cause anything better to happen. You just did the minimum you were asked to do.

"Supervised" might mean you didn't accomplish anything. You were useless unless you mention something you made better as a supervisor. **Show how you saved the company some money.** If you say, "Cut support costs by 27% by realigning my team," that's a lot better than, "Supervised 10 people."

Companies hate people who are overhead. Overhead doesn't make them more money. **What did you make better?**

The next pages have lists of verbs you can start a bullet point with. . Replace the verbs in your resume with some of these. Change your resume to talk about how many **more sales** were made because of you, **customers you brought back**, how much **more money** the company made, and how much **money you saved the company.**

Your resume may become irresistibly sexy. That's how you get a job.

Some Sexy Verbs

Circle the ones that can apply to you

directed	controlled	established	**planned**
cut	**saved**	authored	salvaged
improved	changed	compiled	enlarged
examined	consulted	counseled	trained
recruited	revised	scheduled	systematized
simplified	reorganized	encouraged	**solved**
updated	**implemented**	coordinated	researched
distributed	demonstrated	**cut costs**	**cut time**
moderated	wrote	edited	indexed
marketed	purchased	bargained	installed
specialized	**invented**	arranged	sorted
negotiated	analyzed	replaced	created
reshaped	contracted	**brought in**	strengthened
expanded	operated	improved	organized
improvised	lectured	motivated	**designed**

The bolded verbs are the ones that really get a hirer's attention.

Now use these verbs in your resume. Make each bullet point sparkle.

Give this a shot

Get help to add irresistible sparkle

Drastically improve your chances with this exercise.

Write 10 bullet points for each job in your resume**.** Use a sexy verb in each bullet point. A 4 page resume is fine for this.

Print a copy of your resume.

Hand that copy to someone who knows your industry. Preferably someone who has hired a person for the job you would like to have.

Ask them to cross out 5 bullet points for each job. Ask them why they kept or threw out each one.

Do it with 5 different people.

Think about what each person said and put together a resume with the most effective bullet points you can think of. This exercise can make all the difference in the world.

One more way to add sparkle – 3 words

The 3 to 5 critical words on your resume

12 words is the most that people will read on a billboard.

(That was 12 words.)

1 ½ or 2 inches of the first line of a paragraph is what most people read at a glance. 2 inches is only 3 to 5 words.

10 seconds is all the time a resume normally gets in a screener's hands before it is trashed or put in the "review" pile.

3 to 5 critical words **at the beginning of a bullet** can make or break your resume. The first 3 to 5 words of every paragraph, bullet, and line are absolutely critical.

Get your point across in your resume

Worry about the first 3 words people read in every paragraph and bullet point. Those are the critical words that have to drag the resume reviewer into the rest of the line. Think of the hiring manager. **What action, accomplishment or benefit can he see in the first 3 words?**

Can't do it? Get a thesaurus, or use the one in your word processor. Find the main word in that paragraph, find a high impact word to replace it with, and put that word in the first 3 words of the paragraph.

In most cases it is better to **break any paragraph over 3 lines long into bullet points.** Long paragraphs are intimidating. Reviewers don't want to read them. Make sure you worry about the first 3 words in every bullet point.

3 words can make or break your job search. Work on them.

(I shouldn't have to say this, but only **use one single style** of bullet points in your resume. Using a large solid dot, a small solid dot, a hollow dot and an arrow head in the same resume really looks cheesy.)

Exercise Time

Test those first three words

Get more interviews by doing this.

Save a copy of your resume under a different name.

Take that copy and **remove everything except for the first three words of each paragraph or bullet point.** Make sure the format stays the same. You will have a lot of blank space on this copy of your resume.

Will this hacked up resume get anyone's attention? **Show it to a couple of friends.** Ask, "Does this make you curious about what I have left out? Are the words that are still on the page compelling or boring?"

If it is boring, rework it.

You've got the basics, here are more ideas:

Tips, Tricks, and How To Win

The most important tip of all:

Every time you send out a resume and fail to get an interview you should ask,

"Who threw away my resume?"

Ask the question of yourself. Also **ask your recruiter and the HR person at the company.** Beg, if you have to. You need to find out when and why your resume is not being considered. Also be sensitive to the recruiter and HR. **They may lie to you**. They don't want to argue. They want to be powerful and all-knowing. Play on that and ask for advice as you try to find out when your resume was trashed.

Make some calls. Find out where your resume is being trashed.

Ask some friends, they may be able to give you some ideas too.

I Dare You To Use This Test

Right now about 5 resumes out of every 100 make it to the hiring manager. **The average resume screener is NOT an expert in what you do.** If you are lucky he will know half of the technical terms on your resume. The screener will decide **in 10 seconds** whether or not your resume comes close enough. **If your resume survives** this insanely short glance, the screener will give your resume a 45 second read through. If you pass that test you will finally get in the pile that the hiring manager gets to see. Your resume **has to get past the screener** or you will not get hired.

How do you test your resume? Find a screener of your own.

Ask a friend to look over your resume for 10 seconds. Time them. Snatch your resume out of their hands. Take it away and **ask them what they read**. What they tell you determines whether or not you would pass the first screen test. If you pass that test, **give it back to them for 45 seconds.** Again, snatch it away and grill them about what they read.

If your resume passes this test with three different people, you have a resume that may work. If your screeners can say what you accomplished, your resume is outstanding. If they say what your duties were, your resume is only average.

Think about this. If you are going for a cost accounting job and your screeners know you saved lots of money as a cost accountant, it is a wonderful resume.

Don't miss This !!

How to get one particular job

Every time you submit a resume, look at the ad you are responding to. Will your screener pick out the key phrases in the ad…..from your resume? Test it. Find out.

Use that 10 second test again, but first get your screener to read the job ad you are applying for. Then do the 10 second resume test. If they say they read exactly what the job requires, you win.

That's how you get more interviews.

This works

That felt tip pen mark above this line is a grab-me! If you want to use one on your electronic resume, go to www.grab-me.us Use an underline or arrow to highlight what they can't afford to miss.

Tricks To Get Past The Screeners

First of all, apply for every job you are qualified for. You may as well take 5 minutes and apply.

Did you notice I did NOT say take 15 seconds and apply? Internet job boards let you send off a resume without thinking. You can send off a hundred in an hour. That just assures you of 100 failures. If you take 5 minutes and send off an effective resume for each job, you'll do better than if you spam every employer in your area.

Most resumes are screened out electronically for large companies. Every company then uses a **clerical screener** to throw out 90% of the resumes that are left with only a 10 second glance. The remaining resumes get a 45 second read through. Often **only 5 or 10 out of 100** original resumes are seen by anyone outside of HR.

Machines only care about one thing….a perfect match. You have to have every requirement. Look at the job ad. Does it have an acronym like "MS Word"? Then have "MS Word" and "Microsoft Word" in your resume somewhere. Does it ask for "PC experience"? Then put the words "PC experience" somewhere.

You may want to put a **"Technology Used"** section at the end of each job or the end of the resume. You can put CISA, SSRS, MS Exchange, PowerPoint, Access, SAP A/R, Lawson GL and other cryptic requirements there. The machine will find an exact match and you will get to the clerical screener.

Don't overuse these tricks

If you are missing a minor skill, consider adding the phrase, "I do not have experience with *** technology, but want to learn it", in your resume. Put it somewhere it is appropriate but unlikely to be read.

Even sneakier: copy the job ad to the bottom of your resume and add just above it: "This is the job I am applying for:"

That may get you past the computer screening. However, if it is a glaring problem, you will still be screened out by a human. The clerical screener really wants to throw out as many resumes as possible. Each one he keeps means more work: data entry, phone calls and follow ups. He really would rather throw your resume away.

Look at the job listing. What are they asking for? Don't bury your most important experience in a paragraph.

Screeners do not read paragraphs. They read

- The first 3-5 words in bullets and paragraphs.
- The first 3 bullets only.
- Job titles that are in **bold** type
- Words that are in **bold** type.

They may read *italicized* words, but not as often as **bold**.

 Don't **camouflage** your **qualifications** by **bolding everything YOU** think **is** important. (**Annoying,** isn't **it**?)

Only bold the things asked for in the ad.

Make sure a screener doesn't have to read your whole resume.

I Am Overqualified

Did you climb the corporate ladder and find it was leaning against the wrong wall? Tired of 80 hour weeks or being in airports constantly? Did you get a degree that makes it harder to get a job? Do you want to go hunting more? I know a lot of people who managed to get a huge responsibility (and pay) cut.

One essential thought: Your resume has one job….to get you an interview. It is not a confessional booth.

If you are overqualified but want the job anyway, make a new resume. Put in what you did that directly relates to the job. **Leave the rest out**. Get over your job wins and job wounds. Your future boss doesn't need to know your deepest sorrows. You don't have to say that you led a team of 40 people in your last job. You need to say what you did that applies.

Use this

Not Job Title, Job Summary

What you think of as a job title is used by screeners and managers as a job summary. In one or two words they see what you did.

Since that is how screeners and managers use it, so should you! If your job title hurts you, then **make an accurate title/job summary that helps.** Describe what you do with your job summary. Put it where the title would go.

When you fill out the job application right before an interview you can put your official title. Never lie. Don't deceive. Be accurate. Use the job title as a summary only in your resume. The manager reading it will use it as a summary. So should you.

Over-educated? Choose from these resume options:

    a) no education section

    b) an "Applicable Education" section

    c) put your advanced degrees under "Hobbies."

You can get a job you are overqualified for. Make sure you are honest in everything you say and present to an employer. Just take out the stuff that overqualifies you. Emphasize your skills for the particular job you want. Then blow your new boss away with how well you do your new job.

If it moves and it shouldn't, use duct tape. If it should move and doesn't, use WD-40. You can fix anything if you can figure out why it isn't working.

Is my resume working?

In college there was a 1930's Rolls Royce in our apartment's garage. It was gorgeous. It didn't run. It was useless for transportation. Is your resume like that Rolls Royce? Is it beautiful, but not doing what you need it to do?

Resumes are only supposed to do one thing…..

get you an interview.

No matter how pretty it is, how hard you worked on it, or how much you paid to get it written, it is not working unless it gets you an interview.

5.3 reasons why resumes don't get interviews

1. You are not qualified.
2. The resume doesn't address the job requirements
3. Your qualifications are hidden or camouflaged
4. Only responsibilities are mentioned, not accomplishments
5. There is nothing memorable

5.3 You don't send it out

If you are not qualified, don't cry because no one calls you back. You are relying on luck and luck is fickle.

If you don't send out any resumes, no one will answer you either. (Duhhh!)

The other four points will take longer to go over. We'll do that in the next few pages.

That Rolls Royce was a collector's item. It was for looking at.

Your resume is not a collector's item. It is not a job application. It is not a due diligence audit. It is not your life history. It has one job….to get you an interview. If you are not getting interviews, let's fix the resume.

Give me a place to stand and with a lever I will move the world. (Archimedes)

Resumes, elephant guns and key experiences

In the old Tarzan movies a "great white hunter" is walking through the African plains followed by a couple of trusty gun bearers. Suddenly, out of the trees, an elephant charges. He reaches back and his huge elephant gun is placed in his hands. He takes aim and waits. When the elephant is a mere 30 yards away he fires. The elephant falls to the ground at his feet.

What would happen if the hunter reached back and a bow and arrow were placed in his hands?   There wouldn't be enough left of the hunter to have a funeral.

For every job there are **a few key experiences that will get you an interview.** They are the elephant guns in your job hunt. If you have those experiences, you will get an interview.

Before you submit your resume you have to ask yourself, **"What is the elephant gun for this job? Is there one?"** You may have to read the job description two or three times before you know. If you are still confused, **call up the company and find out**. Ask for the person in charge of that job. Whether you get HR (Human Resources) or the hiring manager, ask what the most difficult to find skills for that job are.

We recently submitted a resume for a job using an elephant gun. The candidate did not have the college degree necessary. He was not a CPA and had never been an auditor.   Still, the company phoned back immediately. They were excited that we had found a candidate with the one skill they absolutely had to have. He had several years of experience collecting the data to fill out a particular set of government forms.

We knew what the elephant gun for the job was. It wasn't CPA or Auditor, though they were "required" in the job ad. The candidate got the interview because he had the most important skill. **We knew what that skill was because we asked.**

Are you using a bow and arrow when you could be using an elephant gun?

Are you willing to try anything?

What is the difference between these scenarios?

1.   You send out 100 resumes in an hour and get no response.

2.   You spend two days deciding who to send resumes to, send out 3 resumes, and get no response.

3.   You go fishing.

From a job search perspective, there isn't much difference. If you are getting absolutely no response from your job search efforts, change something. Experiment. What can it really hurt if you completely **change what you are doing 10% of the time**? Can the response get any worse?

Get creative. **Here are some things others have tried:**

Make a trial resume each week. Do severe changes or just rearrange the bullets. Send your normal resume out to most jobs. Send your trial resume to 5 or 10 companies. Do you get a response?

Call up 10 friends and ask them to critique your resume. Send them a copy and find out what they think. You don't have to make the changes they suggest. In addition to getting some good and bad help, you'll be networking. They'll know exactly what you can do and be looking for an opportunity to help you.

(More creative ideas)

Call half the companies before you send a resume. Ask for the person who would be your supervisor. If you get HR (Human Resources) that's okay. Whoever you get, ask them what skills they are having the hardest time finding. If you have the skills, make them the first line in your resume, in bold print.

Once a week **walk down the street** in a business park and ask for the owner of each business. Whether you talk to the owner or the receptionist, tell them you are looking for a job. Take a resume and a sincere desire to help. It can't hurt. Ask everyone you meet who they know that can use you.

Add a **recommendation letter** to your resume. Get your last boss or a coworker to write a letter telling how hard you work and how much you help. Make it the first page of your resume. It's bragging when you say it. It's proof when someone else says it.

Think. What can you change that will make you stand out? What can you do that will draw positive attention to you? Is there any REAL risk? Probably not. So try it a few times. See what the response is. Learn. Do better each week.

Go to http://www.howtoreallygetagreatjob.com/ and sign up for some free seminars and replays. Check out my resume fixing workshops.

Transported to a surreal landscape, a young girl kills the first woman she meets and then teams up with three complete strangers to kill again. (Marin County's newspaper listing for "The Wizard of Oz")

Sell like a political website

Headlines sell websites. Short, bold, snappy paragraphs suck you in. Then advertisers convince you that you will be inferior without their help. Sounds like the perfect resume to me.

Go to Huffington post or FoxNews. The columns are narrow. Paragraphs are short. They are **written at a fifth grade reading level.** All of these things make them easy to digest. They don't challenge a reader's skill. They soothe the eyes and intellect.

Notice the headlines. **Just read the title** of every story. The titles entice you to read the first sentence. The first sentence gives you enough information that your curiosity makes you finish the first paragraph.

Political websites are not really mystery stories, but they are written that way. They are written in a top down style. **You can stop after the first paragraph** and know the critical facts of the story. The next paragraph clarifies a detail. Each succeeding paragraph clarifies another detail.

Is your resume written like a political website? **Can a secretary see in 10 seconds that you are qualified?** Can she pick it back up and see you have some depth within 45 seconds?

Your resume only has one job, to get you an interview. **Do the headlines and bullet points sell?** Do short, bold, snappy paragraphs suck you in? Does your resume convince the hiring manager that you alone can get him his next bonus? Is your resume doing its job?

Skipped parts – hiding in plain sight

My son once hid from our family right by the front door. Right in the open. We have coat hooks there. He hid inside a coat hanging on a hook. His shoes and a foot of his pants were fully exposed. Our whole family looked for 15 minutes before someone found him. He hid in a spot no one ever looks at.

Your resume has a **spot that no one ever looks** at:

big block paragraphs.

Ugly, huge, wordy paragraphs are more than I can handle. Take the 6 most important points of your paragraph and make them into one line bullets. I'll get those 6 points. If you bury the 6 most important things about you in a half page paragraph, **I'll never read them**.

If YOU don't know what the 6 most important things are, YOU have been lazy. And being honest, you only need 3 of those 6 things.

If you have a paragraph over 3 lines in length, consider cutting it out or turning it into bullets.

Cockroaches, Tweets, paper and CD's

An 18 inch cockroach is the best resume I've seen. A friend of mine was applying for a job as a programmer of railroad simulators. He knew that many programmers could do the technical part. He also knew that the artistic part was just as important. Drawing is difficult, but sculpture is even tougher. He sent a giant brass cockroach sculpted in great detail as his resume. He got a call back, the interview and the job.

A Tweet, a 5 word paper resume, is the next best one I've seen. I know four people who got jobs with a resume that only said,

      "I can do that job."

They got that resume into the hands of an intrigued hiring manager.

A good resume gets you an interview. Electronic, paper, DVD, metal, cloth, or clay. If it gets you an interview, it is a success.

Sometimes I hate success. **Every time I get a paper resume I like, I have to ask for an electronic one.** I hate it. Those few paper resumes are successes. **They get a call from me.** I hate those successes.

Should you send out paper resumes? That depends. Some places automatically trash paper resumes. At those companies paper is a waste. How about a multimedia DVD? I get the resume off and then throw them away. I don't like those either. But that isn't the criteria. Does it get you an interview? If it does, it is a great resume.

I suggest you send paper or DVD resumes out in small quantities only. **Target your recipient.** Follow up closely in case they require a different format.

The super slim resume diet

This is an exercise that really works.

Make a copy of your resume.
Cut out everything you need to and get it to ½ page.

Make a copy again.
Cut out even more to get to ¼ page.

Make a copy again.
Use one line for your contact information.
Cut out everything except for 3 more lines.

If you did this exercise and had a paragraph left, you failed.
If you cut the font size, you failed.
If you made the margins tiny, you failed.
If you went to landscape page orientation, you failed.

You need to create a readable, exciting, usable 3-line resume.

Think about what you just did. What did you learn?

Now send this 3-line resume out to a few openings just to see what happens.

Why not? You may be very surprised. Remember. If they call you, you win.

Our greatest pretenses are built up not to hide the evil and ugly in us, but our emptiness. The hardest thing to hide is something that is not there. (Hoffer)

Hiding what is not there

Many people say Saddam Hussein was the foremost expert in hiding what was not there. Rather than argue the facts, let's exploit his methods. It works when you are trying to get a job or promotion to do something you've never done before.

Saddam showed great enthusiasm for the weapons he was not supposed to have. He built expertise in their design, construction and use. He got hold of parts of the technologies required to build the weapons and made sure the world knew it. Tests were done openly with related weapons and delivery systems. His experts visited seminars, arms factories and suppliers of illegal goods. There were even articles published by "insiders" who "blew the cover" off the secret program. Last of all, **he refused to prove he didn't have the expertise.**

Here's a list of ways to apply everything above towards getting a job or promotion you have no experience for:

1. Show enthusiasm for the job.
2. Learn on your own. Get certifications. Join societies. Read related magazines.
3. Start doing what you can. A computer technician (to be) can put together a network in his basement. Programmers (to be) can create games and databases. Sales managers (to be) can lead popcorn sales for the Boy Scouts that gross a quarter million dollars.
4. Start participating in online discussions, ask questions and give great advice.
5. Get a job in or volunteer to work somewhere that is doing what you want to do even if you are not directly involved.
6. Talk to people doing what you want to do. Attend their seminars and trade shows. Discuss the latest ideas in the field with people in that field.
7. Start a blog. Write articles for trade publications— they are always starved for good thoughtful articles.
8. Call reporters with ideas and quotes.
9. List what you have done in your resume or job review. Don't apologize for lack of experience. **Emphasize what you have done.**

Look at the list above. Start building experience that you can place on a resume or job review to move yourself to the next level.

If you're afraid to let someone else see your weakness, take heart: Nobody's perfect. Besides, your attempts to hide your flaws don't work as well as you think they do. (Morgenstern)

Hiding real problems

Does this make my butt look big? No. Your butt looks big anyway. Let me find something that makes people look at your smile. It is ravishing. They'll never care about what you are sitting on.

Common problems people want to hide are

- frequent job changes,

- being fired,

- bad references,

- a several year sabbatical from your field,

- not accomplishing much,

- working for a disreputable employer, an ogre boss, etc.

One way to hide problems is to **point out what you did well.** If you switched jobs too much, create a resume format that draws the reader's eyes away from your employment dates and to your accomplishments. If you have bad references, you may want to emphasize how long you worked for a company so that those bad references will sound like sour grapes. If you left your desired field for a few years and want to get back, make those few years a one line entry, not a detailed account.

If your problem might get your hiring manager in trouble later, make sure he knows about it before you receive an offer. If you are using a recruiter, tell him up front before he submits you anywhere. If you hurt someone who is trying to help you, your bad reputation will be spread very quickly.

Accentuate the positive. **Make people's eyes slide past the negative to get to the ravishing.** It's a game as old as Adam, Eve, and the snake.

Do you have a real problem? Emphasize the positive and make the negative insignificant. Don't lie. Just put your emphasis on all the good things you have done.

Now go get a job

There is a job out there for you. The changes you make to your resume will help you find it.

After your resume is perfect, you need to learn:

- How to find jobs that aren't on the internet
- How to interview
- How to get a promotion

Sign up for our newsletter at http://www.agicc.com/lists.htm or go to our blog at http://www.howtoreallygetagreatjob.com/ and I'll show you how to do those things.

I'll also tell you about the teleconferences and webinars I do.

Additional Resources

www.howtoreallygetagreatjob.com/ is a cornucopia of ideas.

www.agicc.com/lists.htm will get you those ideas in an occasional email.

www.agicc.com/coaching-options.htm Do you want me to review your resume or help you in your job search? Here's how to get my help.

www.dilts.us is my main site.