



Ask, Self-Recruiter® Blog **RESUME RENOVATION: Guide to Resumes**

Be sure to do the self-assessments recommended, as a new Self-Recruiter®, when preparing your resume and other promotional materials in order to improve your odds of getting seen over the other candidates that you are competing against.

Utilize the **Podcast for your Resume Renovation** (at www.selfrecruiter.com) and this Guide to help you achieve more effective results and get your resume to work for you.

Key Points to Remember & Consider while doing Your RESUME RENOVATION:

1.
YOU are
product
too!

1. YOU are a Product Too

Understand that when a company chooses to hire you, they are actually buying a product: YOU! (page 8). When someone buys a product, it's usually because they have a 'desire' for that product. You need to create that 'desire', on your resume.

2.
Simple sales sheet –
that CREATES desire

2. A Resume. What is It?

It is and should be a Simple Sales Sheet on a hot new product (You!), that creates that desire that we had talked about (pages 8, 21).

3. Be Prepared to Take 'Cherished' Items OUT of Your Resume

You may have become very attached to some of the accomplishments that you have placed on your resume over many years of achievement. But our toughest task is to remove items added over those years, so that our most effective (and that means recent) achievements get a true chance to shine (page 22).

4. Creating 'Focused Value'

Remember, it's not about creating a laundry list of simply everything, it's about creating focused value that makes the reader hungry for more. It's specifically **not** about giving so much information -that they are no longer hungry or excited to hear more about you (page 22).

clean, clear, and straightforward format
information jumps off of
the page
accomplishments
formatted
absorbed

3.

Specific items and
so they can be easily
educational background
and any ongoing training which may be relevant

5. Your Resume's Goals?

A clear, clean, straightforward format. A format that takes away the work for the reader. And one where the items and accomplishments that are of most interest to the reader just 'jumps' off the page (page 23)! And, a clear accounting of your educational background.

- There Might be someone in here.
- There May be someone in here, I May look again later.
- The Thanks But No Thanks.

4.

6. Understanding 'Stacks' of Resumes

There are many resumes competing against yours. And those resumes get sorted into stacks. (page 23). Those stacks are 1. "I need to look at these (because there might be someone in here)." 2. "There might be someone in here... I'll look at these later (but they rarely do..)." 3. The Thanks-but-no-thanks stack. Your First Goal: is to get Your Resume into Stack Number One (page 24).

7. The '3 Second Test' for Resumes

The Secret You May Not Like (page 24): The time an HR professional or hiring manager may have to sort those resumes into stacks gets very, very short. It can be just 3-5 Seconds! Your Resume MUST make it into Stack Number One from just that quick, 3-5 second look or evaluation. They are bypassing most all of the information you have written and are mostly looking at 1. Your Name (which is Your 'Brand'), 2. Your Current/Last 3 Employers/Titles, 3. Your Educational Background. And from that, they make a 'quick judgement' (right or wrong) about your 'brand value' and place your resume into one of those stacks. Make sure that your resume passes the test and gets into Stack Number One!

One Page
Resume
Unless it's Two :-)

8. One Page Resume, Unless it's Two :-)

Your Resume should be a single page in most every case (pages 25 & 26). Yes, there are cases where it may be wise to use a two page format, but never longer than that. But, will your resume pass the 3 second Test and make it into Stack Number One?

↑ REVENUES
↓ EXPENSES
↑ EFFICIENCY
↓ INEFFICIENCY
→ PERFORMANCE

9. Value, Value Everywhere. But Nowhere to be Seen

Make sure what you write under Employer/Title is an accomplishment with specific and tangible deliverables. Remember, they are looking at your accomplishments and imagining you doing the same for their company, should they choose to hire you. Achievements without the specifics (\$, %, etc.), read like no achievements at all (page 28).

10. Degrees of Degrees

Your educational background can help you or hurt you, depending on how it's handled. Be sure you have completed and received your degree before choosing to list one (page 24). Being 3 credits shy of your degree (suggested listing: 'Coursework towards...') may come back to haunt you when they do a background check if you were 'less than forthcoming' about your educational achievements - even if those achievements were not a requirement for the job (pages 29-31)!

11. Font and Size Recommendations

To achieve a one page resume where the important information jumps off the page, that also creates that 'desire' that we had talked about is a real challenge. Your Name (which is your brand) should be large (18 point and bold). Your contact info must be included, but it is not 'important' - it should be a single line under your name (7 or 8 point). I recommend a clean, easy to read typeface, such as Arial. Your achievements should be indented away from your Employer/Title and should be bullet pointed. Within the achievement bullet points, the words of greatest interest or value should be in bold so that they jump off the page. For more, see the **resume samples** at www.selfrecruiter.com.

Remember, there's lots more to making your Job Search more effective.

- Be sure to send your resume in the right file format (**Don't send a Word format!**). (*page 42)
- Be ready to **Build Chemistry with Anyone!** (*page 61)
- **Don't Talk About Money!** (*page 70)
- Make sure that you understand **The Unwelcome Truth**, or you could get an offer that is too low! (*page 73)
- Understand how your **Thank You Notes Can Solve Your Problems in Advance!** (*page 65)
- Why you need to, and how to **Be Ready to Accept an Offer On The Spot!** (*page 80)
- What to do and how to **Get Over it! -after a layoff.** (*page 9)
- How to **Prepare for the Unexpected** (*page 68)
- The **(Secret) Truth About Recruiters** (*page 11)



Self-Recruiter®

Changing the Rules: How to Be Your Own Recruiter & Ride the Economic Crisis to Your Next Career Challenge.

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As an industry manager, executive recruiter, recruiting & sales trainer, event speaker, and as VP of a nationwide system of recruitment offices, I have seen most every aspect of the hiring process and this varied insight is what provides the clarity you will find in this book.

In these times, you really need to be your own specialist, your own career counselor, and your own recruiter: a Self-Recruiter.

And I'll teach you how.

You'll learn how to get your resume noticed and get that next interview. How to reach out directly to hiring managers and how to beat the other candidates that you are competing against. You'll learn how to build chemistry with anyone you meet. You'll learn how to negotiate a better offer with a better salary. I'll teach you how to avoid common traps in the Human Resources department. How to utilize the Internet resources available to you. How to plan for the unexpected and I'll teach you how to plan, set goals, and manager your job search.

This Step-By-Step Guide Includes
How to use the
Secrets of Executive Recruiters!

Get Moving Now &
Take Back Control

- How to **Get Your Resume Noticed**
- How to **Get that Next Interview**
- How to **Reach Out Directly** to a Potential Hiring Manager
- How to **Build Chemistry** with an Interviewer
- How to **Beat the Other Candidates** during Your Interview Process
- How to **Stay in Control** of Your Interview Process
- How to **Negotiate a Better Salary** and Benefits
- How to **Avoid Traps in Human Resources**
- How to **Utilize Internet Resources** Available to You
- How to **Plan, Set Goals, & Manage** Your Job Search
- How to **Prepare for the Unexpected**

Book & Audiobook
Available at SelfRecruiter.com
and at Amazon.com