

PS...

You Need a Résumé!

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PS....You Need a Résumé!

Step-by-step instructions on how to create a dynamite résumé using action plans just like the sales and marketing gurus. Simple yet effective strategies are backed by a gallery of real-life, interview-winning résumé examples developed by Australia's first Credentialed Career Manager and multicertified, award-winning professional résumé writer.

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Dedication

To my husband Larry whose unfailing faith in, support of and encouragement for every single one of this typical Gemini's dreams, daily epiphanies, and occasional bouts of despair since the late '70s makes him eligible for an emotional medal; and from whom I've learned everything about integrity, goal-setting, working hard, and the obvious nutritional value of children's party fare.

To Stephen—son extraordinaire and our greatest production: your enthusiasm, laugh-out-loud humor, and kind and generous soul remind me of the need to chill out occasionally and keep me on my toes.

And finally, to my thousands of clients. I have honed my craft by helping you achieve your successes. Thank you for entrusting your careers to me.

~ Gayle M. Howard

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Overview

Knowledge is Power

Never before have those three words been as relevant as they are in today's job market, where a misinformed career strategy has the potential to stop a job seeker's momentum in its tracks. Ripple effects from just one white lie or one typing error have the potential to inflict significant damage, as the job-seeker waves that dream job goodbye and waits for another opportunity that could be days, weeks, or even months away.

It needn't, and indeed shouldn't, be this way. You just have to understand the power of communication. Sales and marketing gurus have known the secret for years: research the fundamentals, establish an action strategy, understand the industry's nuances inside and out, and then appeal to the consumer by making the message slick, professional and concise. Triggering the reader's must-buy response infinitely increases your chances of being considered a top interview candidate. Selling yourself once you get to the interview? Well—that's the subject of a whole different book!

Now is the turning point. Forget what you think you know about résumé writing. You are about to learn whole new ways of thinking and creating exciting documents that will stimulate the reader's must-buy response. And you will do it dynamically, concisely, and honestly.

Your New Role

Congratulations!

You've just been appointed to the interim but critical position of the new Sales & Marketing Manager for the YOU Division.

From this point on, you are an exciting and powerfully feature-laden product being launched into a highly competitive market. The buyer (your next employer) is in the market for a newer model, right now—one with special benefits, extra features and demonstrable strengths over and above the older model.

The buyer expects to glean from the product brochure the answer to his question: "*What's in it for me?*"

Your task is to communicate the essence of the YOU Division's flagship product—the ME brand. You need to devise a strategy to promote the qualities that make the ME brand the best model on the market today. You need to appeal to an adult audience with adult needs. You need to be fresh in approach yet not tacky, confident without being brash, and under the rules of advertising, you cannot and will not provide misleading or untrue statements.

Are you up for the challenge? Then you will need to do the groundwork in *Résumé Fundamentals* a training class for newly appointed Interim Sales & Marketing Managers promoting the ME brand. Time now to create your résumé.

“Writing is easy: All you do is sit staring at a blank sheet of paper until drops of blood form on your forehead”—Gene Fowler, American journalist and biographer, 1890–1960

Résumé Fundamentals

Does this sound like you?

Armed with memories of your high school career class studies, your word processing software’s standard templates, and rapid typing fingers, you’re confident you have all the ammunition you need at your fingertips.

Confidently, you stride to your computer, select a standard résumé template, and get to work. Recalling all the relevant dates throughout your employment history will be, no doubt, a little tricky—but you consider this as an opportunity to gloss over those less-than-glorious engagements. It’s easy, on the other hand, to remember the duties of each job, as they haven’t changed a great deal over the last few years. You can whip this thing up in no time!

Busily you get to work. Now, although it took you a little longer than you anticipated, you are pleased with the result. You now have a document that concisely lists your duties and responsibilities in a standard format.

You fold it, insert it in an envelope, stamp it and post it. Now all you have to do is wait.

Right?

Wrong.

In fact, your telephone will not ring any time soon and any hope you had for a position with the firm of your dreams has just turned to dust.

Your oh-so-dull résumé will land on the desks of the recruiters you’ve contacted, who will be eager to see the ME brand. After all, you have talked up this new product very well during telephone conversations to date.

It is an understatement to say the prospective employers are disappointed. The presentation is a tired old word processing template they’ve seen for years. They flip through the duties and responsibilities areas, still unimpressed.

Where are the benefits and features the ME brand has to offer? Has it performed well for other customers?

Expectation turns to disappointment. You have not delivered on the promise, and the ME brand’s product brochure has just hit the circular file, never to see the light of day again.

Your Action Plan

Your appointment as the interim Sales & Marketing Manager for the You Division's ME brand is multifaceted, and now you realize you have some real work ahead of you.

Later you will need to network and find people who are interested in your product's features. But for now, you need to create the right marketing tools.

Forget what you think you know. Throw away templates and preconceived ideas as you begin your first training class in selling and marketing the ME brand.

The Class Begins

Time to start afresh. This time you will strategize. You will create an action plan—you must envision the outcome and use every tool you can muster to illustrate this new product. You know it is good—you've seen it in action.

It is that utter conviction—your intense faith in this product's value—that you will exploit to inject passion and life into your action plan. Let us start by reviewing and debunking those myths and legends that limit your creativity.

Myth versus Reality

As Sales & Marketing Manager for the ME brand, you have already explored the ramifications of taking the easy way out by using a standard word processing template to create a hastily prepared document based on your misguided beliefs about résumé writing. Before you reach again for that piece of paper, perhaps we should examine some myths.

The Fairy Tale

Once upon a time, long, long ago, there was a Résumé Rule Maker. Now we don't know who this individual was, whether he or she was qualified to make such laws, or when the rules were made, but presumably the rules of résumé writing have outlived their creator!

Little did this individual know that these laws were to be set in stone forever—more being passed from teacher to student, parent to child, and, as legends go—to you and me.

Rules are meant to be broken. Never was this saying more apt than when it is applied to the so-called rules of résumé writing. Let's debunk these fairytales now.