

**Résumés** – Let's start here because that's where you are going to start regardless of what anyone says. My friend and the coach to the headhunting industry, Bill Vick, will often say that the candidate loves résumés because they never reject you, never say no, and never get you hired. Well, there is some truth to that statement in that it is a harmless, private and non-aggressive approach to addressing an opportunity. However, used correctly, your Curriculum Vitae could provide a service you perhaps never considered – getting you found.

**Tip:** Résumés are an art as much a science. Professional writers offer services to package what you are attempting to communicate every day and do it well. This could be a very strategic and worthwhile investment for you. You should prepare as much as possible to work effectively with a writer and some of our advice might help you do that.

**Style** – Differentiating yourself in competitive situations can be a challenge, particularly if you are not qualified. Do not attempt the pink paper or perfume approach to set yourself apart under most circumstances. Style is part format and mostly content structure. When creating that all encompassing résumé, the key today is keywords. Put yourself in the position of the searcher and think of what he or she would enter in that Boolean engine. First, no one has ever searched for 'ethical' or 'team builder' so do not focus only on the niceties. We are looking for a 'Mechanical Engineer' with experience using '3D CAD' for 'optical components'. So don't use obtuse abbreviations but do include companies, products, application software by name and areas of specialization like 'ISO 9000' or 'Sarbanes-Oxley'.

**Tip:** You almost never know who will see your résumé once you send it along. Although technology and other media tools are becoming popular with self marketing, the résumé remains fairly traditional. Prepare a solid cover letter and a résumé that can be adapted depending upon your audience. The résumé gets the interview. You get the job. Recruiters and hiring managers will not share a romantic opinion about your résumé.

**Content** – Tailor your résumé to the opportunity. Not everything you have done translates or is important to the hiring manager or recruiter screening your résumé. Focus on the description, industry, company, and edit to be brief and effective. You have about 20 seconds to get attention. Start with an Objective that matches the requirement and an Executive Summary to condense your specific value to the audience. Next, use action words like 'implemented' rather than passive terms like 'responsible for'. There is only one job description – add value. Make sure you have communicated how you can contribute today.

**Got that all down? All right, let's get to work.**

**Types** – Two types of circumstances generally dictate the type of résumé.

**Passive** – The idea here is create a generic résumé that you can send out somewhat liberally. Before you become resistant to that method, consider there are very economical tools to lessen the burden. For instance Resume Spider is a wonderful service that will post your CV on recruiting and corporate sites inexpensively and quickly – saving you lots of time and money. Even though you may be between positions, please don't short change yourself on paying modest fees for services that could mean big future bucks.

**Active** – Okay, let's assume you have found a position on a job board or somewhere that is a possible fit. This is an open book test. The company is telling you what they want and you must respond with credentials that qualifies as you as 'a person of interest'. Now, let's stop right here. You know if you aren't a good match - save time and money by moving on to the next opportunity. Candidates have a tendency to fire off an email to everything that even touches on their industry – then they complain that they are sending out 20 résumés a day and not getting any responses. If that specific opportunity is something that resonates with your history, then take the time to include and highlight those areas of importance.

**Tip:** It's not like we are having 100 CV's printed on linen paper and buying 100 first class stamps; you have a word processor in front of you, use it. Once you get the information in a readable format, review it for grammar and spelling; or better yet, spend a small sum to hire a professional for final edit and review. Once again, spend a couple of bucks with an expert and get it right the first time.

**Distribution** – Most résumés today are distributed electronically. Stick to using MS Word like the rest of the world. Most scanning software doesn't work with pdf or other formats so don't get too fancy. Prepare a cover letter that can be adapted easily to your targeted opportunity or a solid cover letter for your passive marketing. Your résumé may stand on its own merit, but the process will require more. Having said that, if it is a great fit, the telephone is the shortest distance between two points – communicate directly as well.

In closing, let me leave you with this maxim. Always (1) **ask for the job**, (2) **define the next step** and (3) **remember the three B's** (be bright, be brief, and be sure to send a thank you, maybe even handwritten, note). Oh yes, don't forget the 20 foot or 20 second rule; when you leave the interview, call your friendly headhunter immediately.

All the best,



Ronald Ternosky – CEO Recruit Inc