



Secrets to a Powerful Resume

Bonus Material

Overview

Understand the on average your resume will be looked at for 10 seconds!!

The average person in today's market is in a job only 2.5-3 years. The average person after graduating from college can expect to have 12-16 jobs in their life time.

Purpose of Your Resume

- 1) A marketing tool, it acts as your marketing “brochure” to peak their interest to call you for an interview. It has been sent in advance as part of your “job solicitation” to an ad, posting, networking lead or cold calling.
- 2) Help guide the interview process.
- 3) Represents your background when you are not present. After the interview your resume has been left behind for others to read.

Types of resume forms you can consider:

There are basically 7 types of resume forms that you can choose from. You will most likely use one form that suits your style, with the understanding that in certain unique situations you may turn to of the other forms.

- 1) Reverse chronological (preferred one)
- 2) Combination type, chronological and functional
- 3) Functional
- 4) Biographical letter (the “no resume” resume)
- 5) “Handbill resume” and mini resume
- 6) “Tell-all” résumé
- 7) Targeted resume

For the more in depth details on the type of resumes you want to consider, you will find that information in the first half of the tape.

Capitalize on Your Strength

Thomas Alva Edison was almost deaf. But he didn't waste valuable time trying to teach himself to hear. Instead, he concentrated on the things he did best: thinking, organizing, and creating. And he became great because of it. – Anonymous

Remember to focus on your strengths. If you have them but the reader cannot understand them clearly or see them, then you will not get the results you want and desire from your resume.

You must communicate and position yourself as the strong successful person that you are. They need to know and appreciate that you are the best person to improve their organization!

Good luck!

Warmly,

Eleanor