



successful  résumés

STAND OUT

From The Crowd

What's The Secret to a Successful Résumé?

Stand Out From the Crowd

What's The Secret to a Successful Resume?

First Edition

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Introduction

What makes a Resume successful?

A successful Resume captures the attention of a potential employer and convinces them that you may be the right person for their business, and they need to find out more about you. It ultimately opens the door to an interview.

A successful Resume is a marketing tool that sells the most important asset you have to offer – you.

Your Resume needs to clearly and persuasively explain who you are; what you do; and why you are the best person for a particular job.

Why do you need a successful Resume?

A Resume is essentially a marketing document. Your Resume is the first contact you have with the person, or people, who are recruiting for a position. So you only have one chance to convince them, by reading your Resume, that they should call you in for an interview.

Who are Successful Resumes?

Our team at Successful Resumes are experts at writing and publishing Resumes. We come from vast and varied backgrounds, we've all been highly trained, and we are members of the Professional Resume Writers Association.

All Successful Resumes writers abide by a strict Code of Ethics and Quality Assurance Process to ensure that every client receives a high-quality, customised product.

Consisting of a rapidly growing team of more than 35 writers across Australia, New Zealand, Singapore, UK and USA, Successful Resumes has over 20 years' experience.

Successful Resumes was founded by John Little in the early 1990s when he identified, after much research, that the vast majority of Resumes were not meeting the requirements of employers. Nor were they effectively profiling and selling the applicant.

He discovered that for resumes to be successful, they need to professionally analyse and individually market the strengths and skills of each individual, while also providing enough information for an employer to confidently make a decision who to select for interview.

Why did we write this eBook?

We know that there will always be some people who choose to write a Resume for themselves. We wish you the best of luck, and hope you find this eBook useful.

We also know that there are other people who want to develop their career, and after reading this eBook, are inspired to ensure their Resume is the best it can possibly be.

We're sharing some of our secrets with you – but no eBook or textbook can possibly provide you with years of expertise, comprehensive understanding of the job market, and extensive training.

What do we do differently?

We do what no automated process can do. We take the time to work closely with every client to uncover your personal “gold”, the elements that make you stand out from the crowd. Then we write a professional profile that actually sells you above and beyond the other applicants you are competing with.

When you pick a Successful Resumes writer, you will be contracting a caring professional who will take the time to analyse your situation, and develop strategies to present you to employers and recruiters in the best possible way.

Each writer will work with you, one on one. However, you will also have the skills and support of Australia’s largest and most experienced team of employment service professionals.

At the end of the process you will have a sparkling new Resume that will boost your image with employers and recruiters. You will also have improved your capacity to see more clearly your future path.

What else do we offer?

We recognise that people value their careers. If you’re one of them, you may be interested in services beyond Resume writing. Members of the Successful Resumes team also offer:

- Interview coaching sessions and packages
- Assistance to build career direction through informal discussion
- Focused professional mentoring and career counselling *
- Tools and services to build your personal brand equity, including:
 - developing your LinkedIn Profile *
 - social media coaching and guidance regarding its role in the recruitment process *
 - networking tools such as the Pocket Resume.

** selected branches only – please refer to the Principal of your Successful Resumes branch of choice.*

Our aim is to help you achieve your career goals.

Visit www.successfulresumes.com.au for more information. Now please read on to learn the secrets to a successful Resume...

Time

Writing a Resume and looking for a job is hard work, time consuming, and doesn't follow a set formula. Don't underestimate the importance of getting this process right.

If you really want a new job, promotion, or a change in career, you need a solid Resume. One that profiles you in the best possible way. You need to make sure you **stand out from the crowd**, because your Resume will be competing with a pile of others. Don't think you can quickly write one up during your lunch break or over a glass of wine after work one evening.

Job hunting and applying for new roles is hard work. Everyone has heard stories about how a friend landed their dream job after being invited out for a cup of coffee, or had a job offered to them with a quick handshake. Firstly, this rarely happens. For most people, job hunting almost becomes like a second job. Secondly, even when that does happen, that person often still needs to hand over a Resume as part of the formalities.

Be prepared to spend time and put in the hours to write your Resume.

The reality is that many people simply don't have enough time or the expertise to write their Resume. If you know you're one of them, please visit www.successfulresumes.com.au and call a Resume specialist in your area to discuss how we can help you.

If you think you can write your own, we'd like to help you increase your chances of career success by learning more about the difference between an average Resume and a successful Resume.

Is your Resume average, good, or successful?

An average Resume is a document that lists where you've worked, what you did in each job, your qualifications, and other relevant details.

A good Resume clearly identifies your responsibilities and achievements, detailing the key projects you've worked on, what you did, and the results you delivered.

However, a successful Resume does much more. It strikes a balance between being creative enough to capture the attention of any recruiter, HR manager or potential employer while still meeting their criteria. Most importantly, it explains why you are a better fit for the job than the other hundred applicants that you are competing against.

Know yourself

A Resume is more than just a list of what you've done and where. It should outline these details and much more, identifying your responsibilities and accountabilities. Does your Resume set you apart from the others candidates? Does it convince the reader that you have something unique to offer?

Know your audience

You have just ten seconds to capture the attention of a recruitment consultant, human resources manager or potential employer. After that, you have just twenty more seconds to convince them your Resume is worth reading.

As one recruiter said to us recently, *"We need to understand your skills and experience, what environment you excel in, what drives you, and what your long-term objectives are, so be clear about these things in your Resume."*

We also know that when potential employers look at your Resume, they're not just making a decision based on your skills and qualifications. They're also trying to determine what sort of person you are, and whether or not you will be a good fit for their business.

Too long, too short – make sure it's just right

Many people have preconceived ideas about what a Resume should look like, and what it should say. Before providing any guidance, the team at Successful Resumes would like to let you in on a very important secret:

There are no clearly defined, absolute rules to follow when writing a Resume.

There are guidelines and best practice principles that should be followed but these are changeable depending on a number of factors including:

- your profession and industry;
- the size and type of the organisations you've worked for in the past;
- the size and type of the organisation you're targeting for a new role;
- whether you work in the public, private or not for profit sectors;
- the length and quality of experience you have in the workplace; and
- your academic and professional qualifications.

Make sure your Resume functions as a marketing tool. Think of yourself as a product. Your Resume has to convince a buyer (in this case, employer) to purchase you.

Your Resume should use strategic, concise and persuasive language. Make sure it is readable, and pay attention to detail. Don't just rely on spell check tools, use correct grammar and syntax suitable to the Australian job market.

How long is your Resume?

Is it two pages or four? Do you know how long it should be?

Everyone has an opinion about the “right” length for a Resume, from HR managers through to your next door neighbour.

The truth is, your Resume should be:

- long enough to capture the attention of your reader;
- detailed enough to profile your capabilities; and
- concise and compelling.

Does it look professional?

Your Resume should be designed and formatted appropriately. What is “appropriate”? This depends very much on your profession, your industry, and your job search strategy.

Ultimately, you should combine a dynamic layout with professional design. This can be challenging, as the finished document should also be user-friendly and easy to open in multiple software applications. Consider embedding fonts and images, and using easily accessible file formats.

Your Resume should use a clear font that can be easily read in print and on screen, and be laid out clearly, with sub headings where necessary. Don't try to use too many graphical elements or pictures, or colours that don't print out well in black and white.

Is it in chronological order?

Deciding how to structure your Resume is a strategic decision. Not all Resumes need to be laid out in chronological order. Some Resumes may be structured as:

- **career profiles:** often used for high-level executive positions, these highlight only the most relevant accountabilities, projects, achievements and qualifications relevant to the type of role you are applying for.
- **biographical resumes:** detailing each job, paid and unpaid, in chronological order with a focus on the most relevant ones.
- **skills profiles:** primarily used for career change purposes, this Resume structure focuses on the most relevant transferable skills you have.
- **graduate and entry level resumes:** detailing academic achievements, practical learning opportunities, and skills gathered through extracurricular activities that would be relevant in the workplace.
- **technical and scientific or industry-specific resumes:** these highly specialised documents often require an appendix detailing all the relevant technical skills and knowledge areas relevant to the industry or role you are applying for.

How does your Resume measure up?

The best way to check if your Resume is good enough to get you that job you're aiming for, we've included our **free Resume assessment questionnaire** for you. You can also download copies of this from:

http://www.successfulresumes.com.au/downloads/resume_analysis.pdf

What can a professional Resume writer do for you?

Your Resume has tremendous value in the marketplace. Today's employment market is highly competitive, and your Resume has the ability to help you secure a better job, promotion, pay rise, or new career.

A professional Resume writer from Successful Resumes has the expertise needed to produce a professional Resume, one that showcases your potential and capabilities in the best possible way.

Using our expertise, we'll make sure that we write the right type of resume to suit your needs, customising the content, structure and layout accordingly. We'll even design a covering page for your resume to be used where appropriate.

Like anything in life, if you value something, you hire an expert to do it properly. Whether that be an electrician, a plumber, an accountant or a lawyer – you invest in a professional to get the job done right.

Your Resume – and cover letter, key selection criteria responses, in fact any element of your job application – should be treated with the same level of respect. Invest in your career and contact Successful Resumes.

How do you choose a professional Resume writer?

Our Successful Resumes team often gets asked what we offer compared to other Resume writing services. We could just tell you that we are the best in the business – but we'd like you to judge for yourself.

To help you decide whether you should invest in a professional who can offer full job search expertise and assist in your job applications, or you just want a secretarial service to type your Resume up neatly, we spoke to our clients and put together a guide to help you make the right decision. Visit www.successfulresumes.com.au and follow the link on our homepage http://www.successfulresumes.com.au/downloads/selecting_a_professional.pdf.

More information

For more information, please visit our website:-

<http://www.successfulresumes.com.au/>

or to locate a representative in your area, visit:-

http://www.successfulresumes.com.au/branch_locations.html

or contact a convenient office for an appointment:-



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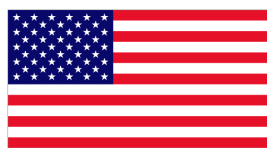
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