



Insider Secrets to a Killer Resume: How to get your Resume and Cover Letter Noticed

J. Curry

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Super-Charge Your Resume and Make it 200% More Effective
THE BIG LIE The lie is that all you need to do is send out your resume, the same resume, to as many companies as possible and you WILL get hired, simple as that, matter of time. Do you go to the card shop once a year to buy a dozen of the same birthday card and then send them out, one by one, to everyone you want to wish happy birthday to, friends, spouses, children, parents, brothers, sisters? Of course not. If you send the same resume out to a number of different companies for a number of different positions you are doing exactly the same thing as what you thought was crazy a second ago. **THE “GENERIC” MISTAKE** Hopefully, you are starting to see where I am heading with this. As a corporate recruiter I realized that the resumes that I picked out and then called the candidate were the ones that “matched” the job description that I was recruiting for. As an “insider” I am advocating an approach to job searching that requires a new way to look at things. In this tough economy we need to open our minds to new approaches at getting yourself noticed. If you use a generic resume and search for a job the same old way you will surely get lost with the millions of other job searchers. **BREAK FREE** In the “Insider Secrets to a Killer Resume” you will find a complete overview of how to make your resume grab the reader inside the company you have sent it to. You’ll also find out how to create a positive way of thinking to “win” in the interview. The book presents a realistic game plan to break free from the accustomed job search approach and get noticed and get hired. The book will show you the all the answers to how and where to focus your search, how to prepare a killer resume and cover letter, how to prepare for an interview, and how to follow-up after the interview. My perspective from the inside of businesses will greatly increase your odds at landing the position you want. **THE INSIDE SECRET** After years in various business roles I decided to begin a career in staffing. From an idealistic point of view it suited me well. I got a good feeling from seeing folks get hired and enjoy their new job. It always left me a bit disappointed though when I realized that there were so many others that I felt were capable and qualified but didn’t get hired, or even interviewed for that matter. It wasn’t for a few years until I noticed that the professional staffing function in most companies was truly just matching words, and occasionally matching concepts. That might be a little simplistic but not by much. By sending out the same resume to multiple job openings you are essentially counting on chance that your resume will match the job requirements. Chance isn’t good enough if you want or need to get a job. **GET HIRED NOW** As I write this, January 2011, there are clear signs that the job scene is getting better. With the info from this book and some focused get-back-to-work energy you can put together a successful job search and start getting paid for your talents and skills. If you believe that getting a job is luck then I wish you plenty of it, but if you believe that some hard work and lots of expert advice will land you the job then read and use the information in this book. The book comes with a companion website that has hundreds of job search resources to help you in snagging a great job.

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Cesar Ford:

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Wendy Kroll:

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