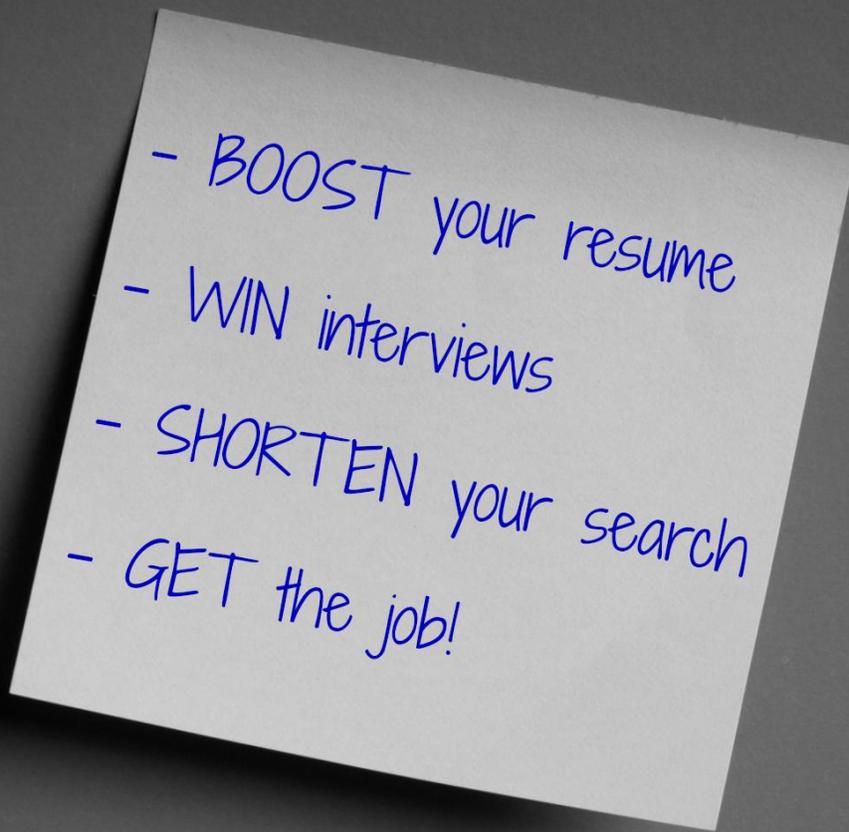


# 4-point Formula for Creating a *Stand-out* Resume

- 
- BOOST your resume
  - WIN interviews
  - SHORTEN your search
  - GET the job!

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## ***4-point Formula for Creating a Stand-out Resume***

### Disclaimer and legal notice:

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# Introduction

You've probably heard this before—and it's not much fun to think about—but your resume generally receives no more than a 30-second review when it's first received by a company. One of two things typically happens: they'll call you for an interview or they'll file your resume away.

This is why it's critical your resume makes a positive first impression and compels the reader to *want* to call you for an interview. Proper formatting, a look that says "call me," and value-added content that's relevant to the position being sought are all critical to ensuring you're called for an interview.

If this is important to you, *congratulations! You're in the right place!* This report will help you increase your chances of being selected for job interviews.

You'll be able to assess how well your resume meets conventionally accepted resume principles and identify areas for improvement. As you progress through the four pillars of resume development:

***a clean format  
strong presentation  
compelling content, and  
targeted relevancy***

you'll have the opportunity to note whether your resume currently meets each point or needs improvement. This will make it easy to review the report later to start working through the action steps that will take your resume to the next level.

*Let's get started!*



Resume Development Pillar #1:

*Clean Format*

*Make style decisions that will best showcase your career history:*

Length, format, and tone are appropriate for the position targeted.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
Resume is in a “modern” format that meets current industry standards, i.e., no objective statement, leads with a branded headline, summary section, and areas of expertise.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
Document is free of errors, including spelling, punctuation, capitalization, grammar, and syntax errors.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
Information is easy to locate on the resume.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
<b>Action Step</b> ➤ Which format should you choose for your target companies? Why?		

Resume Development Pillar #2:

## Strong Presentation

*Your resume needs to shout "Call me!"*

*You never get a second chance to make a strong first impression:*

The document does not resemble a template.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
The page is visually appealing and includes sufficient white space.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
This resume will stand out compared to others.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
It uses the appropriate font style and sizes for your field and level.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
The design elements (including lines, bolding, bullets, and colors) are appropriate for your field and level.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
The resume is easy to read and has a professionally prepared look.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
<b>Action Step</b> ➤ How can you improve the presentation of your document?          		

Resume Development Pillar #3:

## Compelling Content

*Content wins interviews, gives you access, and increases your potential for larger financial gains. Your resume should be unique and showcase how you can add value:*

The document is a marketing tool and <i>not simply a work history</i> . It tells a compelling story and will sustain the reader's attention.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
Your "added value" is immediately visible, in the top 1/3 of the resume and will separate you from the other 500 applicants.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
The type of position for which you're positioning yourself is clear without the use of an "Objective" statement.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
Your quantitative value to a prospective employer is effectively communicated in one or more of the following ways: <ul style="list-style-type: none"> <li>– <i>Make them money</i>                      – <i>Save them money</i></li> <li>– <i>Save time</i>                                      – <i>Make work easier</i></li> <li>– <i>Solve a specific problem</i>              – <i>Be more competitive</i></li> <li>– <i>Build relationships</i>                      – <i>Expand business</i></li> <li>– <i>Attract new customers</i>              – <i>Retain existing customers</i></li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
Powerful, concise, accomplishment-oriented statements are included that will increase the reader's interest and stimulate a request for a job interview.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
It speaks the reader's language with industry-specific language and relevant key words throughout <i>without</i> being a litany of acronyms.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
The language and sentence structure are persuasive, with high-impact statements that sell your qualifications as the best candidate, and the entire document is numbers-driven.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
It contains enough detail to substantiate and justify the salary being sought.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
Specific, quantifiable accomplishments which highlight a problem/challenge and the action taken are included and defined by: <i>how much, how many, how big, percentages, and dollar amounts</i> .	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
The highlighted accomplishments support your career goals.	<input type="checkbox"/> Yes <input type="checkbox"/> Needs Improvement
<b>Action Step</b> ➤ What are you doing to improve the quality of your content?	

Resume Development Pillar #4:

## Targeted Relevancy

One of the most effective ways to judge a resume is by its relevance...is the information compelling to a reader who is hiring for this position? Exclude any irrelevant information:

The resume is targeted and supports <i>your</i> job goals	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
It <i>excludes</i> personal information such as a photo, hobbies, family information, or personal information totally unrelated to your job target.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
The resume does <i>not</i> list reasons for leaving any job or contain any negative information.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
Detailed employment experience is limited to the last 15 years.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
Unless you graduated within the past five years, college graduation dates are eliminated to avoid appearing too old.	<input type="checkbox"/> Yes	<input type="checkbox"/> Needs Improvement
<b>Action Step</b> ➤ How can you enhance the relevancy of your resume?		

## Summary

A company will hire you if they think you can make money for them and contribute to their growth. To have the best chance for employment then, it's critical to present your case in the most powerful way possible.

You won't secure an interview unless you provide the company with compelling reasons to call you. *It's as simple as that.*

Once you do secure an interview, remember that an interview is NOT about interviewing. It's about eliminating the competition and positioning yourself for perceived added value, which in turn is reflected in your negotiated financial package.

Developing a stand-out resume is the key first step in this progression.

## Next Steps

You've learned that a successful job search begins with a company's positive first impression based on your resume.

With this report, you now have the knowledge to ensure your resume is moving you in the right direction. My goal is for you to feel empowered to make improvements to your resume.

If you'd like to explore partnering with a professional to develop effective career documents, I'm here. Contact me to schedule your complimentary **Job Search BREAKTHROUGH Session** where we'll carve out 20 minutes to talk about your goals and what's been getting in your way. You'll get one great idea for your resume and discover if we're a good fit to work together. To start moving forward today, visit me at [www.SterlingCareerConcepts.com](http://www.SterlingCareerConcepts.com) or email me at [Laurie@SterlingCareerConcepts.com](mailto:Laurie@SterlingCareerConcepts.com).

*To your career success!*

## About the Author

**Laurie Berenson is a Master-level resume writer** and job search strategist who specializes in working with senior professionals and rising executives who are preparing for a job search and recognize the value of partnering with a career expert to maximize productivity and optimize results.



She helps define a client's value to potential employers with concise writing that highlights career achievements and refines why a client is good at what they do. The process of answering her Resume Development Questions and customized follow-up questions also serves as double duty in preparing for interviews.

Laurie has been nominated for an industry award, published in numerous books, and quoted in many career articles. She's demonstrated a commitment to her craft by earning multiple certifications. One in particular is worth pointing out: The Certified Master Resume Writer (CMRW) is an elite designation held by fewer than 35 career professionals worldwide.

Her typical clients are senior professionals or rising executives who recognize the value of partnering with a resume and job search expert and are:

- **Preparing to look for their next position** and want assistance putting their best foot forward.
- **Limited on time** and recognize the value in streamlining their job search efforts and maximizing their knowledge of today's job market.
- **Aware of the need** to create a compelling, branded resume, cover letter, and LinkedIn profile.
- **Thoughtful and realistic** – about their career, job target, and accomplishments.
- **Appreciative of** the value of networking and tapping into the hidden job market.
- **Developing a professional, competitive advantage** in today's complex world of employment.

More details about Laurie and her services can be found at [www.SterlingCareerConcepts.com](http://www.SterlingCareerConcepts.com).

