

FREE JOB HUNT EBOOK

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<http://www.ResumeWritingForPros.com>

Dear Job Hunting Professional,

Thank you for downloading the ***FREE Job Hunt Ebook***, a \$28 value, free to those professionals – like yourself - motivated enough to research, read and prepare for their upcoming job search.

I wrote this report to help you with your job search by answering the most common resume, interview and job search questions I receive on a daily basis. Professionals have been asking me these questions for 6 years now (this is how long I have been in business) and I figured I should make the answers available to anyone curious and motivated enough to read them. I welcome your questions and observations.

So, here we go...

To your quick job search success,

Rita Fisher

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P.S.: Our excellent work with job seekers has been mentioned in a book on the Oprah Winfrey Show and in McCall's magazine, just to name a few media sources.

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6 VITAL TIPS FOR CREATING A SUPERIOR RESUME

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1. Keep It Short

Considering that initially HR personnel only spend approximately 10-20 seconds on a resume, the shorter your resume, the most desirable it is. Aim for one page.

Of course, it is sometimes impossible to create such a short resume. You might have to include a second page because you have way too much information regarding your work experience, accomplishments, etc. In this case, make sure that you **list the most relevant information within the upper half of the first page because that is the section that gets looked at first.** This way, these important insights will surely be noticed.

2. Spelling, Spelling, Spelling

It is not enough to run the word processor's spell checker on your document. Proofread your resume at least 3 times, once backward (sometimes that is how you notice mistakes.)

Remember, a sloppy presentation is almost a guarantee that your resume will end up in the circular file even if you have all the qualifications in the world.

3. Start Your Resume With A "Power Statement"

Many resume writers suggest starting a resume with an objective. I object to that (no pun intended). Objectives are useless because they are self-centered.

Here is a typical objective: ***"Challenging position in social services."***

My suggestion is that you start your resume with a power statement such as: ***"Experienced Social Worker with 10 years of proven client counseling and support background along with enthusiasm for working with children and their families."***

Whereas the objective tells the employer only what you want to do, the power statement goes further in highlighting not only the job you are seeking but also your major achievements. The power statement showcases what you can do for the company.

4, Use Action Verbs

Begin your sentences with action verbs for added punch and to express a sense of accomplishment.

For a FREE list of action verb, please e-mail Rita Fisher at RitaFisher33@comcast.net with **"Action Verbs"** in the subject line.

5, Use Specifics

Use specifics such as numbers, percentages, figures and facts.

Example: ***"Exceeded sales quotas by 50% for 4 consecutive years."***

Numbers stand out and communicate clearly and openly about not only the results you produced by also about what you can do for the company (can't repeat that enough.)

6, Answer The "What's In It For Me?" Question

What every employer wants to know when reading your resume is what's in it for them.

Employers are looking for people who will solve their problems. You have to present your case accordingly.

How?

By answering these questions and including the answers in your resume:

What kind of problems did you solve on the job?

How did the company benefit from your performance?

How did you do the job differently and better than the person before you did?

Did you introduce a new program or system?

If yes, what were the results of it? (Be specific regarding the results.)

What were you most proud of in your job?

What would your supervisor and your co-workers say they would miss most about you when you leave?

How did you make a difference in your job?

How did you affect the company's bottom line?

Did you save money for the company? How much?

Did you earn money for the company? How much?

Good luck to you! Go get them!

ACTION VERBS **TO SUPERCHARGE YOUR RESUME**

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Action verbs add life, punch and a sense of accomplishment to a resume. They are vital to a powerful resume!

Start your sentences with action verbs, for example: "***Exceeded*** sales quota by 100% in 1995."

Following is a list of powerful action verbs we collected and compiled for you. If you are writing your own resume, print this out and use this list as a reference tool.

ACTION VERB LIST

Communication Skills

addressed
advertised
arranged
clarified
collaborated
composed
corresponded
consulted
convinced
debated
defined
described
developed
directed
discussed
drafted
edited
ensured
explained
expressed
formulated
influenced

implemented
interacted
joined
judged
listened
marketed
negotiated
observed
outlined
persuaded
presented
promoted
proposed
referred
reported
resolved
responded
specified
spoke
summarized
wrote

Organizational Skills

arranged
attained
catalogued
compiled
consolidated
coordinated
generated
maintained
maximized
organized
planned
prepared
updated
utilized

Research Skills

analyzed
clarified
collected

compared
conducted
critiqued
determined
diagnosed
evaluated
experimented
identified
investigated
launched
reorganized
solved
tested

Management/Leadership Skills

administered
analyzed
appointed
approved
assigned
attained
authorized
considered
contracted
controlled
delegated
developed
directed
enforced
established
exceeded
handled
headed
hired
improved
increased
initiated
instituted
led
managed
motivated
overhauled
oversaw

planned
produced
promoted
recommended
reconciled
reviewed
scheduled
streamlined
supervised

Creative Skills

acted
combined
composed
condensed
created
designed
developed
directed
displayed
established
founded
initiated
instituted
introduced
invented
modified
originated
performed
revised

Teaching Skills

advised
communicated
coordinated
developed
directed
evaluated
explained
facilitated
guided
instructed

trained
tutored

Technical Skills

assembled
calculated
constructed
debugged
designed
devised
engineered
installed
operated
overhauled
programmed
repaired
revised
solved
upgraded

DOWN WITH THE OBJECTIVE, LONG LIVE THE POWER STATEMENT!

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What's wrong with the objective on a resume?

Plenty.

But let's begin with resume writing in general.

If you haven't in the past, it's now time to consider selling yourself. Through your resume, I mean.

From now on, think about your resume as your personal marketing document. Or an ad designed to SELL YOURSELF. Because that's exactly what a resume is – its goal is to sell your way in the door and land you an interview.

There is now question about it - you have to create a compelling ad copy if you want your resume to stand out from the hundreds of other resumes HR personnel receive each day. Do you think an objective can help you accomplish that? Think again. As your own advertising agent, you have to use the most persuasive strategies in your resume preparation and that means you have to kill your objective. It's useless and outdated.

Don't use an objective.

Instead, use a power statement.

Let me illustrate what I mean by giving examples of both. Here is a typical objective, one that HR personnel see on resumes all the time:

"Customer Service Representative position allowing me to fully utilize my skills and attributes and providing professional advancement opportunities."

What did this objective tell me? The above objective communicated to me basically nothing but for the sake of this case study here are a few points:
A, The person is looking for a Customer Service position. (No problem with that.)

B, The individual's priority seems to be his/her professional advancement within the organization. (Oops, that's not the way to treat a potential employer. That's

not what the company wants to hear. They want to hear how you will BENEFIT THEM, not yourself.)

C, The candidate didn't specify skills and attributes thus didn't give any glimpse into what he/she can do for the company. (Not good because employers want specifics.)

D, Self-oriented instead of employer oriented. (Not good at all.)

Let's translate the same objective into a power statement.

"Award-winning highly accomplished and motivated Customer Service professional with proven track record of rapport-building, resourceful problem-solving and communication skills."

What did this tell me? The power statement communicated to me that:

A, The person is a competent, distinguished (award-winning) Customer Service professional who has excellent working knowledge of his/her trade. (Good.)

B, Has a proven track record of relevant attributes. (Good.)

C, The reader can get a glimpse into how the person could benefit the company as a result of mentioning specific skills and abilities that are necessary to do that particular job well. (Very good.)

D, The power statement is employer-oriented, not focused on self.

Remember, when employers look at your resume, they read it with one thought and one thought only in mind: **What Can This Person Do for Us?** If you include a self-oriented objective, instead of an employer-oriented power statement at the top of your resume, you will turn off the potential employer before they even get a chance to read your entire resume.

The main difference between the objective and the power statement is that while the objective is self-serving and self-focused, the power statement is employee-oriented and results-focused. Employers only care about results – the results you will produce for them on the job whether it will be saving money, solving a problem or increasing profitability. If you can hint within your power statement in a short and compelling way ***how you will benefit the company***, you are on your way to your interview. Go get them!

16-SECOND ELEVATOR SPEECH

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What is a 16-second elevator speech and why do you need one when you are searching for a new job?

First of all, let's answer the question: why 16 seconds?

Because 16 seconds is the average time you would spend with someone in an elevator.

What is an elevator speech?

It's a short, to the point, hard hitting and benefit-driven sentence about your unique qualifications. It contains your name, job title, desired position and something unique about you that answers this question of the potential employer:

"Why should we hire you and not someone else for this position?"

Let me say that it is most unlikely that you will actually use this "speech" in an elevator. The analogy is used in order to drive this point home: you NEED to have a to-the-point and benefit-oriented statement that is short enough but memorable enough to recall by a potential employer and / or contact person.

Now that we have gotten that covered, let's look at the following:

- An ineffective introduction and then
- An effective 16-second elevator speech.

The following statement is of an ineffective introduction.

Why?

Because there are way too many sales representatives introducing themselves like this:

"Hi, I'm Joe Smith and I have been in sales for the last 15 years. I have great sales and customer service skills. Do you know someone hiring?"

Yawn.

Boring.

Too much of a *"me-too"* statement.

Who cares?

You have to make yourself stand out. I don't have to remind you that it is a cutthroat world out there.

Don't be afraid of bragging about yourself. You, after all, have to sell your qualifications to the employer. Nobody else will do it for you.

Try something like this:

"Hi, I'm Joe Smith. I'm an award-winning, \$1.3 million/year sales executive with 15 years of telecommunications industry experience. Do you know someone in need of a top-producing professional with extensive industry connections and vendor contacts?"

The above mini speech is about 16 seconds long.

It if sounds a bit too smooth or practiced to you, well, it's because it is.

You need to make this little speech your own.

Add your own flavor to it. Introduce yourself with your OWN personality.

The above is a GUIDELINE. Something to go by. A skeleton, a plan, a map, if you will.

Make sure that you incorporate these 3 key elements into your mini speech:

- Make it specific.
- Include numbers and percentages if possible because they show that you are a competitive person and also someone who takes his or her career seriously.

- Make sure that it's about as short as the one example above.

You will be able to use a variation of this 16-second mini introduction:

- In an elevator (well, maybe you won't have the chance to use it in an elevator but you will be ready, won't you).
- Waiting for the bus on the street or waiting in a long line at the bank, etc.
- At a job networking event.
- At a club event.
- At an association event.
- When contacting a recruiter.
- When calling the hiring authority and have to leave a message on their voice mail in their absence. If you give them this speech, they WILL call you back!
- In any situation when a professional introduction is in order.

Good luck to you! Go get them!

10 TIPS FOR ACING THAT INTERVIEW

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1. Research, research, and research some more about the company you are interested in working for (via Internet, newspapers, trade publications, association newsletters, and - even though old fashioned - your library's reference desk).

The more you know about what the company does and how they operate, the better.

Use this knowledge at your interview.

One way to use this knowledge is to "pad" the almost inevitable lull moments during the interview.

When there is a lull in the conversation in the middle of the interview, you can ask a question similar to this:

"What other long term strategic objectives do you want to achieve by the merger with Smith and Lawrence, LLC, besides the industry branding and increased market share?"

2. Dress comfortably and conservatively.

Gentlemen: Wear a dark gray or blue suit with an ironed white shirt, conservative tie, dark socks and shoes. If the job you are applying for doesn't require a suit, wear dark, solid color pants or slacks with a sport shirt in a solid color or with subtle stripes. Don't wear jeans or athletic shoes.

Ladies: No fleshy jewelry or heavy makeup. Wear a medium to dark color suit, or a dress with a jacket. Or a jacket and skirt together. Choose a light colored shirt to go with the skirt or with the suit – preferably white or ivory.

Both gentlemen and ladies: Make sure that your overall appearance is as professional and as perfect as possible.

3, Treat everyone you come in contact with at the company as if they have authority to hire you (in fact, they might have, you never know.)

It isn't rare for the hiring authority to review his / her first impressions of you with the receptionist and / or secretary upon the conclusion of the interview.

The company receptionist can easily give insights to the hiring authority about how friendly you were with him / her, how nervous you appeared in the waiting area and of any other behavioral and / or attitude related observations that might weigh heavily in a second-interview and later, a hiring decision.

4, Make and maintain good eye contact with the interviewer during the interview.

Can't stress this enough.

Look the interviewer in the eye instead of checking your pants or shoes out for the thousandths time.

5, If you are nervous, feel free to say so.

Say something like:

"I find myself very nervous because I'm very interested in your organization."

Acknowledging your nervousness and anxiety often reduces it and interviewers are usually very understanding.

Remember, it has been known that people hire people who they feel comfortable with. So, make yourself as comfortable as possible!

6, Ask questions, don't just sit there waiting to be interrogated.

This is where Step 1 comes into play. (Review Step 1 above, if you need to.)

Your preparation is key!

Your knowledge about the company is key here!

The more you know about the company, the easier the questions will come to you and the more comfortable you will feel during the interview.

And because you have just as much right to find out everything about the company as they have finding out about you, you can turn the table around with these sample questions:

"In your opinion, what are the most relevant abilities for this job?"

"How would you describe the long-term goals of the company?"

"So, I have heard that the company is expanding its production line to include xyz gadget. When are you starting the production of these?"

7. Make sure you indicate that you want the job!

One of the top 10 reasons why a job seeker doesn't get hired is the lack of enthusiasm and interest in both the company and the particular position.

Say that you are interested!!!

You won't seem like a "beggar", you will seem sincere and will come across as someone who is motivated.

8. Make sure that you have several copies of your resume with you in case the interviewer asks for it.

Another reason why you want to have more than one original resume at hand is because you might be interviewed by a panel of 4-5 people instead of only one person.

You never know.

It's best to be prepared. Have AT LEAST 5 originals with you but 10 would be even better. Just in case...

9. Have your professional references listed on a separate sheet of paper.

Make sure that this paper is the same kind of high quality 24 lb. paper as the one your resumes were printed on.

Have approximately 3-5 of your professional references listed on the page.

When the interviewer asks about your references, voila, you will have them right there to present to him / her.

If you are interviewed by a panel, you don't have to give your reference sheet to every panel member. Just give your reference sheet to the hiring manager. But only if he or she asks for it. Most likely, they will.

Having your references *ready and with you* for the interview shows a high degree of preparedness and professionalism.

10. Follow up IMMEDIATELY AFTER THE INTERVIEW with a thank-you letter.

You will stand out from the crowd because approximately 95% of job candidates ignore this essential step.

If you want to outperform your competition and leave a final, positive impression with the person who interviewed you, you need to send a thank-you letter or a handwritten thank-you note.

If you were interviewed by a panel, you should send a letter to each of the panel members but only if you have the CORRECT spelling of their names and job titles.

Can't stress correct spelling enough!

Get the names from the receptionist upon leaving, if you have to.

Or call afterwards.

Do anything to get the CORRECT spelling of the names with the correct job titles.

The company's website is a great source for this type of information. Look at their "about us" or "officers" page, etc.

If you are typing your thank-you letter on the computer and printing it out, use the same quality and type of stationery you used for your resume and cover letter. If you are sending a handwritten note, use quality thank-you notes, big enough to include these elements:

- Real appreciation of the interviewer's time.
- Clear understanding of the future duties of your job.
- Briefly highlighting ways your qualifications match the job requirements.
- Mention that you are highly motivated and eager to succeed.
- Also mention that you hope you are being considered for the job because you are very interested in it.
- Say that you look forward to talking to him / her in the near future.

GOOD LUCK TO YOU! GO AND GET THEM!

Name

Address • City, State, Zip • Phone • E-mail

Date

Hiring Manager
ABC Company
Street Address
City, State Zip

Dear <person or title>:

Thank you for the opportunity to discuss your opening for an **<job title>**. I enjoyed meeting you and learning more about **<XYZ International Corporation>**, its current activities and upcoming projects.

I was particularly impressed with **<XYZ International Corporation's>**, strong commitment to innovation and employee satisfaction and productivity. **(or enter a sentence about something you were impressed with during the interview.)**

In addition, I liked your organization from both business and cultural standpoint. It is obvious to me that **<XYZ International Corporation>** has a great future and I would like to be an integral part of it.

(Feel free to add additional paragraphs, as you see fit. This letter is a template for you to work with as you like.)

I look forward to hearing from you soon. In the meantime, please call me if I can provide more information or answer any additional questions.

Sincerely,

Your name

DON'T HIRE A RESUME WRITER IF....

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1. Don't hire a resume writer if he or she is unwilling or afraid to offer a 100% money-back guarantee.

A resume has to work.

It has to produce results.

Period.

Yours and other job seekers' livelihoods are on the line.

Your family's livelihood and other families' livelihoods are on the line.

Resume writing is serious work and only the best and most qualified resume writers can get the job done.

And only the best and most qualified professional resume writers are willing and unafraid to offer money-back guarantees.

Go ahead, you will be hard-pressed to find another resume writing company out there that offers the same money-back guarantee that we do.

Not a lame guarantee BUT an ironclad guarantee. Such as 100% of the money back to you the client if your resume is not producing results. Period. As simple AND as powerful as that.

Research other professional resume writing companies first. Find out about the guarantees they offer (*if any*) but **DON'T settle** for a "free rewrite if your resume doesn't get interviews within 30-days" kind of lame guarantee.

You can do much better than that.

Go for the money! (The money-back guarantee that is).

2. Don't hire a resume writer if he or she hasn't written resumes for job seekers in YOUR industry.

Why would you trust someone to create a resume for you in your field if they have NEVER done that before?

Yes, they can do research on your particular field / industry before they start writing your resume but do you really want to be a guinea pig?

Do you really want the resume writer to practice on YOU?

You and your career are much more important than for you to shell good money out for someone to “practice” on you.

Don't you agree?

I have your best interest at heart.

Let me tell you this: for one thing, you won't get results with your resume.

If the resume writer hasn't written for your field before, it's likely that they have no clue about the industry buzzwords (keywords) and about what is really needed for your resume to stand out from the crowd in your field.

The best thing to do is to ask the resume writer pointed questions about your industry to test their knowledge.

Ask what kind of jobs did they prepare resumes for in your field?

What kind of results did clients have with those resumes?

3, Don't hire a resume writer if he or she is not certified by either of the three main organizations within the resume writing industry:

- The Professional Association of Resume Writers and Career Coaches (PARW/CC; parw.com)
- The National Resume Writers Association (nrwa.com) or
- The Professional Resume Writing and Research Association (prwra.com).

Each of these three main industry associations are dedicated to providing honest, up-to-date and professional service to job seekers.

Each of the writers at our company, ResumeWritingForPros.com has been trained as Certified Professional Resume Writers by the industry's largest, oldest and most distinguished organization, the Professional Association of Resume Writers and Career Coaches (PARW/CC).

You might ask, what does it mean that we are certified by the Professional Association of Resume Writers and Career Coaches?

Let me explain.

The certification means that we have the highest level of education in the field of professional resume writing.

"Prior to 1990, there was no "standard" by which a resume writer could be judged. Highly experienced resume professionals had no way to distinguish their expertise from those who were less gifted and experienced. To the buying public – the resume client – one resume service was pretty much the same as any other.

*PARW/CC formed a Certification Committee to develop a standard for testing resume writers and **awarding the Certified Professional Resume Writer (CPRW) credential to those meeting the standard. Now the general public has a means of selecting the industry's best resume professionals.***

The CPRW credential is the Industry Standard for professional resume writers." (From parw.com)

In addition to earning the credential, as Certified Professional Resume Writers, we are in daily contact with other leaders within the professional resume writing, job search and career coaching industries for educational / consultative and professional development purposes.

Being certified also means that we are dedicated to advancing our career as Certified Professional Resume Writers by constantly educating ourselves on the latest and most effective ways of preparing resumes and conducting job searches and by attending professional career marketing conferences and workshops. This, in turn, guarantees that your resume and cover letter will be up-to-date and top-notch in quality.

4, Don't hire a resume writer if he or she doesn't adhere to a professional code of ethics at all times.

Our company, ResumeWritingForPros.com and all of our Certified Professional Resume Writers adhere to the Professional Association of Resume Writers and Career Coaches (PARW/CC) 9-point Code of Ethics **in all our conduct with professional job seekers.**

The Code of Ethics of the Professional Association of Resume Writers and Career Coaches (PARW/CC):

- Provide clients with products and services that will enhance their ability to achieve their goals and objectives, regardless of race, color, creed, religion, national origin, sex, age, income.
- Be sensitive to client needs and compassionate in providing advice, products, and services in meeting the client's specific career goals.
- Deliver to the client what was promised and be truthful in guiding, advising, and counseling clients in all aspects of the resume writing / employment industry.
- Maintain strict confidentiality with each client, revealing information to others only upon written authorization from the client.
- Stay abreast of employment market and hiring trends that will affect his / her clientele, providing up-to-date advice, counsel, products, and services to most effectively meet clients' career objectives.
- Comply with all legal obligations in providing professional services.
- Be aware that contact with the public as a PARW/CC member promotes the organization, specifically, and reflects on the entire resume writing / employment industry as a whole.
- Be responsible to the community and be a contributing part of this environment through participation in community activities. Offer professional advice and information pertaining to the resume writing / employment industry as appropriate.
- Emphasize the professional spirit of the organization by encouraging and promoting good relations among members.

CONCLUSION to the FREE Job Hunt Ebook

Thank you for reading the **Free Job Hunt Ebook**.

I hope that it has been helpful to you. Please feel free to pass it on to friends, neighbors, anyone who you know could use some guidance on job search issues. All I ask is that you leave the report as it is. Thank you.

If you would like to receive monthly tips on how to prepare for your job search, how to interview better and how to manage your job hunt, please sign up for our short and to-the-point monthly newsletter at <http://www.ResumeWritingForPros.com>.

We are here to assist you with the creation of a powerful professionally developed resume that is **GUARANTEED TO GENERATE RESULTS FOR YOU OR WE WILL GIVE 100% OF YOUR MONEY-BACK PERIOD.**

We stand behind our work.

Questions are welcome!

To Your Job Search Success,

Rita Fisher

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