

Why Choose a Resume Strategist?

What is a Resume Strategist anyways? Is there a difference between a resume writer and strategist? And, if there is a difference, will that translate into more interviews and a shorter job search? Yes indeed, there are differences, and these most definitely impact your job search.

Resume services abound, and range from a glorified typing service, to a resume that has a little bit of thought behind it, to a well-strategized resume, to ones that are reserved, by virtue of their cost, prohibitive to most, for six-figure executives. Let's explore what this range offers.

The **typing service** is the cheapest, starting at perhaps \$39.95, and won't land you an interview any more than a hand-written resume might. It has no thought process behind what is included, and what is omitted; on how information is presented; on what key words are included—in short, it is a waste of your money.

The resumes in the **next category**, selling at \$79.99 to perhaps \$99.99 (and I defer to cost here as there is no easy way to distinguish between categories), are a step up from the typing service. These may ask for input from you as to what your duties were, and get you to complete some sort of questionnaire. It all seems official and useful, but with only a listing of position descriptions in your work history you are not distinguished from your competitors.

Think of it this way: 100 people apply for the same position as you, and out of those, the vast majority have similar backgrounds, with almost identical position descriptions, and (you guessed it), they have listed their position descriptions under each job held. *Responsible for this, accountable for that, provided this and that.* Most of you sound very similar.

Now, what about those other few? They've listed not only WHAT they did, but HOW they did it ... how well they met challenges, how they overcame obstacles, how they advanced their knowledge to benefit their employers. It goes on: they describe the scope and breadth of their work, how busy it was, who they liaised with and why, what they contributed to their division, how they were recognized for their work. These few have strategized resumes.

A **resume strategist** has specific training in developing resume content that addresses the needs of the employer. That training and expertise commands a higher salary. These services usually have a graduated scale of fees, ranging perhaps from \$200 or so to \$600 and even more. A strategist puts a great deal of thought into you and your goals, and how to help you achieve these goals.

A strategist knows about **key words and phrases**, about ASCII resume format, about developing **accomplishment statements**, about accessing industry resources with challenging resume questions (incarceration, job gaps, unrelated experience, career changes, and so on), about using **CAR, SAR, and SMART statements** to enhance your candidacy. A strategist knows how to create a resume that generates interviews. And isn't that what a resume is all about? It presents your very first, first impression, and to elicit a favourable response — an interview — strategy is required.

As you shop for a resume service, ask questions about training, accreditation, affiliation with a professional organization, rate of referrals from previous clients, published resumes and cover letters, awards earned - in short, all those things that confirm that the person has what it takes to contribute positively to your job search.

Spend your money wisely, **invest in your career with the services of a resume strategist.** Your career will thank you!