

# New Leaf Resumes

PROFESSIONAL RESUME WRITING AND INTERVIEW SERVICE

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## Resume Writing Secrets Revealed

A resume's goal is to land interviews. If you are sending out resumes and not generating interest, obviously the resume lacks substantial, influential content. There are powerful strategies that a job-hunter can put to good use, strategies that ensure an interview instead of a toss to the trash!

### It's About Numbers

One of the easiest ways to show your value is to add numbers in the form of percentages, revenue generated, time saved, staff managed—no matter what the job, aspects can be quantified to define impact with specifics. Here are a few examples.

Change "Significantly increased revenues" to "Increased revenues by 10% in Year 1, 25% in Year 2, and a projected 40% in Year 3."

Change "Responsible for production staff" to "Manage 55 production staff, including 3 Lead Hands."

Change "Answer the phones and provide reception" to "Handle a 17-line Meridian system, equipped with paging and voice mail options, and greet approximately 50 visitors daily in this busy real estate office."

Lots of applicants answer phones, are responsible for staff, or impact revenues; few applicants define their impact with numbers.

### Add More Context

Marketing gurus know that nothing sells like a good story. Build up your credibility by creating a story with context that backs up your numbers and achievements. Here are a few examples.

Change "Increased revenues by 10% in Year 1, 25% in Year 2, and a projected 40% in Year 3" by adding "by chunking a territory of 3 provinces, systematically contacting and establishing relationships with researched, targeted clients, and growing client base from 25 inherited clients to 125 developed clients."

Add to "Manage 55 production staff, including 3 Lead Hands" with "developed engaged production staff of 55 (3 Lead Hands) by immediately instituting daily 'scrums,' weekly open dialogue meetings, conducting cross-training, and verbally acknowledging exceptional quality and output. Efforts increased production by 20% within first year."

### Apply the 80/20 Rule

This rule has several appropriate interpretations. You should not write about the seldom-tackled 20% of your job, unless it is highly relevant to the targeted job (useful for the career transitioner). You should relate 80% of your resume's content to the immediate needs of the position you are applying to. (The remaining content can attest to work ethic, productivity in general, or character/reputation.)

But for the purposes of our strategies this rule is applied as follows: you must position yourself as amongst the top 20% of all applicants. To do this, focus your resume's content (at least 80%) on the needs of the job, and use that content to relate your value and position yourself as an expert. Here are a few examples. Add to our previous examples:

"Acknowledged as *Top Cold-Calling Client Cultivator* two years in a row."

"Earned substantial bonus with year-end performance evaluation for top-producing production line."

"Recognized as *Best Receptionist* out of 100 province-wide realtors' offices."

Adding numbers, developing context, and keeping the 80/20 rule in mind will strengthen your resume by painting a picture of a truly resourceful, outstanding, value-generating (i.e. you earn your salary and then some) candidate. What are you waiting for? Go make some changes and get ready to answer the phone!

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