

A Professional Approach to Resumes and Cover Letters



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INTRODUCTION

Employers are forever on the lookout for the resume that jumps out at them. Not in terms of being fancy and pretty to look at. Employers are looking to be impressed! Reading your resume, they want to be able to feel that YOU are the right candidate for the job. They want to be able to do this before ever setting eyes on you!

Tall order, right? You betcha it is!

The very first step in landing that ideal job is to write an ideal resume and cover letter. Without those two most primary of introductions, there most likely won't be a first interview!

Taking That First Important Step

Your resume places you in the front lines when job hunting. It becomes your calling card. It is not about compelling drama or clever prose; it's a few simple pages, expertly written, containing information that is all about you.

Your resume will either place you front and center where all the good jobs are or it will not -- there is no middle ground.

It's Now or Never

For the serious job seeker, this "Resume and Cover Letter" ebook will become as a trusted friend. This will be your personal and comprehensive guide to everything you could ever hope to know about conquering the never ending "resume and cover letter" paper trail.

Your resume writing skills will become well honed and your resume will be fine tuned. You will learn to sell yourself with simple, yet, effective words. Your resume will not be relegated to the bottom of any pile -- it will be placed where it belongs....at the very top!

You will write a resume that will rival any resume written by a top-notch professional writer, and you will do this in complete confidence.

Let's Get Started!

EFFECTIVE RESUME AND COVER LETTER WRITING

To begin, make a decision to discard any former knowledge learned about the “rules” of resume and cover letter writing. People commonly become stuck in “bad” writing habits from a time gone by.

It is almost a certainty that since you last wrote your resume, much has been learned and even more has been changed. This is as it should be, for everyday, very creative people are adding to the resume and cover letter writing arsenal.

This ebook is chock full of the most recent and cutting-edge resume and cover letter writing techniques, culled from writing professionals and employment experts.

The Basics

For years, we have been told that to be most effective, a resume should be only one page. This just does not apply any longer! Today’s resume is creative and unique.

Aside from the most essential and key elements, a resume should reflect the personality and need of the job seeker and not be some cookie cutter rendition of what is “acceptable and expected.”

Standards in resumes and cover letters have changed dramatically, but, only so far as the job seeker has the creative expression and know-how to pull it off! Therein lies the difference. Everyday, employers read all of the standard resumes. They are required to go through each and every one! But, which one will catch their eye?

Formatting in resumes and cover letters has expanded, too. When you consider that your resume will be your own, personalized form of marketing yourself -- this lends itself to all manner of unique communication and expression.

Again, so long as the essential elements are included in each resume and cover letter, you are at complete liberty to make certain that your resume will impress and with a bang!

Just how, exactly, does one do this?

First of all, learn about the most basic principles involved in writing a highly effective resume and cover letter. Once you have this down, the creative expression can begin!

Your most basic purpose in writing your resume and cover letter will be to be noticed among the many. You want to stand out as not just a good candidate but as “the” candidate just fitting for the job you want.

When you consider that next to your well written resume, not even one hundred other resumes will be written as well as yours, you can see the odds will be in your favor.

Your salvation here is in writing a resume that will compel a perspective employer to notice your credentials. If you can master this technique, the rest will be pure gravy.

THE PURPOSE OF YOUR RESUME

Your resume is an important tool that communicates all about YOU. When it does the job right, you win an interview.

Your resume doesn't simply provide a prospective employer with your work history. It speaks loud and clear that you have the credentials needed to be a complete success in this new position or career.

Your resume will attract immediate attention. The reader will want to pick it up and read it top to bottom. Interest will be stimulated. An interview will be arranged.

Your resume will contain:

- ✓ Your contact information, i.e. name, address, phone, email address, website address.
- ✓ A defined job objective.
- ✓ A work history.
- ✓ Educational history.
- ✓ Affiliations.
- ✓ References.

Your resume will be written using professional grade printing and paper.

RESUME PRESENTATION IS KEY

An employer can have hundreds of boring resumes to pour through. This means when something catches the eye, it must really pop out!

Your resume must impress within the first important seconds or it will not impress at all. Employers will quickly scan all resumes and then grab for those that catch their eye best.