Resume Instructions
Step-By-Step Guide to Designing a Stellar Resume

Executive Blueprints

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The rules have changed. Shopping for employment is a hybrid of automated filter applications, on-line search engines and "good old fashioned" human interpretation. To be effective you need to design your resume for all of these areas. In the hunt for a new job, a better job, or just keeping your Resume current, use these ten simple steps to draft a stellar resume.

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1. Create a Personal Portfolio

This is the easy part. Begin by making a list of accomplishments, education and previous positions. This is your own private list. Do not be concerned with the order or the appearance. You can use scratch paper, word processor or collection of documents. Gather, create, collect and document your history with important facts, figures and milestones. Collect the relevant highlights from your life, education and career.

IMPORTANT TIP – Measurements and Milestones are Important! Use dollars, numbers or percent when you have them and you know they are accurate. Quantifiable Metrics are good facts to include in your resume.

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* Sort your material with relevance to items that highlight unique talents, experience, or a desired job description if applicable

2. Choose a Standard Outline

Select a standard Template to use as your outline. Resist the urge to be creative or unique in the format of your resume. Do not waste time with colorful bullets, images or watermarks.

Why? Web sites like Monster.com and CareerBuilder.com provide the option to upload a resume in standard format and can automatically identify job titles with associated accomplishments. The software will splice your document into pure text data. The data is loaded into a "Monster" database for recruiters, human resource departments and agencies. Many companies and organizations either use the on-line database application or have similar software for managing the pure text from resumes. These filters do not support colorful bullets, images, icons or watermarks. If you do not want to spend your time copying and pasting pure text for every on-line opportunity, then make your life easy and use a standard template. Human Resources and Recruiters receive hundreds of emails every day, so they will not spend time to make one fit the mold. Make your Resume easy for them to load into the software. Use a Template.

Use a current template. Human Resource and Recruiters can spot an old template, so do not dust off the one from ten years ago. Take time to make your document look professional and use it to sell yourself.

Organize the documents and thoughts from your personal portfolio into a chronological timeline and type them into a standard resume outline. Be sure to keep track of the accomplishments that best define your ability.

Sample Professional and Standard Outlines are available at

http://www.executiveblueprints.com/executive_jobs.htm

Select Your Resume Template
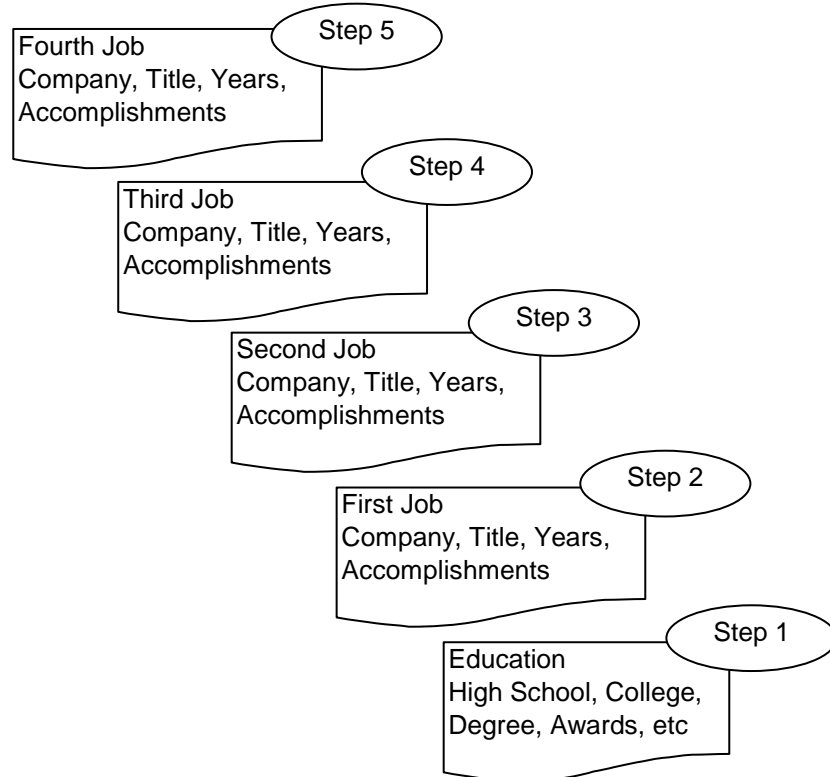
3. Work Backwards

The typical resume starts with a short paragraph about you, followed bullet by points of your highlights, and then lists your career starting with your current or latest job. While that is meaningful to a potential employer to see the most current and relevant information first, it is opposite of the order of events. Most people tend to reflect on their life with greater precision in chronological order, like a story unfolding and progressing through the eyes of your memory.

Start at the end of your resume and work toward the beginning. This will enable you to follow your own career path and build up to the Current Status. It will make more sense to you as you put it together. Like building blocks of personal development, it will make more sense to someone reading the final product and understanding how you got to where you are today.

Start with your education. Then update the bullet points for the first job or oldest career position that you are going to include. Keep working forward in time, from the end of your resume to the beginning. Pay attention to how the responsibility and experience of each position contributed to the success of the subsequent one.

In this illustration
Step 1 = Education
Step 2 = First Job
Step 3 = Second Job
Step 4 = Third Job
Step 5 = Current Job

Step 5

Fourth Job
Company, Title, Years,
Accomplishments

Step 4

Third Job
Company, Title, Years,
Accomplishments

Step 3

Second Job
Company, Title, Years,
Accomplishments

Step 2

First Job
Company, Title, Years,
Accomplishments

Step 1

Education
High School, College,
Degree, Awards, etc

4. Concise, Precise and Measured

Bullet points with short sentences and specific measurements are excellent.

For each job, use a series of bullet points to make your statement. Punctuate the highlights with measurements. "Good sales skills" should be "Increased sales 45% in first Quarter", "Increased sales 15% year-over-year" or "Directed Regional Sales Growth of 7% in Sixteen Months". Service related measurements can include "Improved Customer Satisfaction from 87% to 95%", or "Managed a Call Center with less than 2% Abandon Rate". Accounting and Finance may include estimated average size of portfolio managed, outstanding receivables in days, or similar measurements. Dates, Completion and Milestones are also a method of measurement. The bottom line is that it is possible to measure every position. Identify measurements and provide quantitative details.

Include measurements, but do not make up measurements. Include the data if you have it or you are confident in the accuracy. Do not make up numbers if you do not know them.

Bullet Points
- ☑ Include Measurements / Facts / Dates or Milestones
- ☑ Specify Personal Achievements / Accomplishments
- ☑ Avoid using "I", "My" or "We"

Your Name & Contact Information
_____

Qualifications
    keyword * keyword * keyword * keyword * keyword
    keyword * keyword * keyword * keyword * keyword

Accomplishments
 * Something really special and unique, memorable
 * Something that I am really proud to have accomplished
 * Something that defines me as an individual

Career Track
Company
Position   Dates
* Accomplishment, when it happened, money, time or percent
* Accomplishment may also be a promotion or recognition

Education

Awards, Accolades, Recognition

5. Select Your Highlights

Select highlight from your personal portfolio. Use this opportunity to emphasize specific accomplishments from your career, or you can use this opportunity to highlight outside achievements. For example, this might be your opportunity to mention volunteer work for charitable contributions. Use highlights to draw attention to specific individual talents, skills and experience. List highlights in bullet form, above the individual career descriptions.

Note – Career Highlights should be different from the specific job related highlights and personal achievements listed within a specific position. Try not to duplicate highlights. You want to be able to list as many as possible.

Your Name & Contact Information

_____

Qualifications

   keyword * keyword * keyword * keyword * keyword
    keyword * keyword * keyword * keyword * keyword

Accomplishments
* Something really special and unique, memorable
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Career Track
Company
Position .... Dates
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Education

Awards, Accolades, Recognition

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6. Keywords and Buzzwords

Above the bulleted Highlights, create a section of bulleted Keywords and Buzzwords.
What are keywords and buzzwords? These are common words associated with your desired profession. For example, a programmer might include reference to "UNIX", "LINUX" or "ORACLE". An administrative assistant might include expertise in "WORD, POWERPOINT, EXCEL", or the number of "WPM". If you know which skills, tools, degrees or experience are relative and important for your profession, then be sure to list your capabilities. Do not take this for granted or assume that this is common. The recruiter and employer will not assume that all applicants have the necessary skills, so make sure that you include as many as possible.

Why is this so important? The on-line tools and application filters will search your resume for keywords related to specific jobs, just like search engines search for keywords to identify relevance in a web page or web site. The more matches to keywords, the higher your score. Typically, human resource experts will select the highest scores for personal interviews, and discard the lowest scores before a human ever reads the resume. Avoid having your resume and your talents discarded by an automated process. Improve your score with relevant keywords.

Your Name & Contact Information

_____

Qualifications

keyword * keyword * keyword * keyword * keyword
keyword * keyword * keyword * keyword * keyword

Accomplishments
* Something really special and unique, memorable
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* Something that defines me as an individual

Career Track
Company
Position .... Dates
* Accomplishment, when it happened, money, time or percent
* Accomplishment may also be a promotion or recognition

Education

Awards, Accolades, Recognition

7. Make Your Own Headlines

Create a short paragraph to define yourself and use this as the opening of your resume. It should only be four or five sentences long, chock full of keywords and buzzwords. Use action verbs like "Managed", "Directed", "Accomplished", or "Achieved". These are sentences, not bullet points. If you get beyond the automated applications and filters, this will be the first thing that a person reads. You never get a second chance to make a first impression, so summarize yourself in the opening paragraph in such a way that the reader would be compelled to scan the rest of your work history in you resume.

Qualifications should also use Keywords and "power words"

Your Name & Contact Information
_____

Qualifications
    kevword * kevword * kevword * kevword * kevword
     keyword * keyword * keyword * keyword * keyword

Accomplishments
 * Something really special and unique, memorable
 * Something that I am really proud to have accomplished
 * Something that defines me as an individual

Career Track
Company
Position .... Dates
* Accomplishment, when it happened, money, time or percent
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Education

Awards, Accolades, Recognition

Keywords & Power Words

Supervised
Managed
Coordinated
Implemented
Controlled
Improved
Increased
Collaborated
Team
Successfully
Designed
Planned and Executed
Detailed
Directed
Reduced
Trained
Integrated
Administered
Sold
Awarded
Appointed

In addition, keywords may also apply for a specific industry, association or position. Examples: Accounts Receivable, Accounts Payable, Logistics, Operations, Channel Sales, Direct Sales, Software Sales, Medical Imaging Equipment, Technology, Retail Sales, Marketing, Brand Development, etc.

Keywords can identify previous positions: CEO, VP, Director, Manager, etc
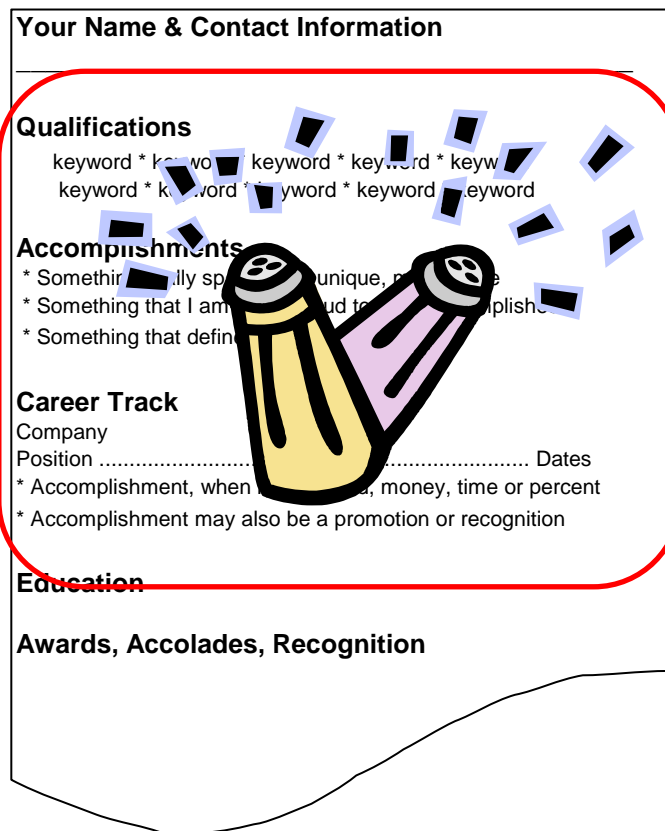
8. Add Spice

Review the entire document from start to finish. Modify your bullet points with action adverbs and exciting adjectives where appropriate. For example, "In charge of four employees, reduced expenses 12%" can be more effective and exciting worded as "Managed a dynamic department that dramatically reduced overall expenses by 12%". Which description sounds more appealing and energetic to you?

Read each sentence as if you were the big voice of a radio announcer. If the bullet points sound exciting, then you have written them well. If the description sounds ridiculous in your big announcer voice, then you might need to write the bullets again. Just in case, do not use that big announcer voice in public until you are confident about your resume.

Check for spelling, punctuation and grammar. Then check it again. Then have someone else check it for you.

Your Name & Contact Information

Qualifications
keyword * keyword * keyword * keyword * keyw
keyword * keyword * keyword * keyword * keyword

Accomplishments
* Something really special, unique, notable
* Something that I am proud to accomplish
* Something that defin

Career Track
Company
Position .... Dates
* Accomplishment, when measured, money, time or percent
* Accomplishment may also be a promotion or recognition

Education

Awards, Accolades, Recognition

9. Check Your Name and Contact Information

Make sure that it is easy to find your name, email address and phone number. It would be a shame to have a stellar resume that is a perfect match for the job of your dreams, only to lose the opportunity due to lack of contact information. You may laugh, but it happens. Make sure that your name, email and phone number are prominently visible on every page of your resume.

Do not include personal or private information like a social security number.
Try not to use more than two pages for your resume unless it is meaningful data.
If you are using a professional resume format, make sure that it is your contact information on every page (and not something left over from the Template).

Your Name & Contact Information
_____

Qualifications
    keyword * keyword * keyword * keyword * keyword
     keyword * keyword * keyword * keyword * keyword

Accomplishments
 * Something really special and unique, memorable
 * Something that I am really proud to have accomplished
 * Something that defines me as an individual

Career Track
Company
Position .... Dates
* Accomplishment, when it happened, money, time or percent
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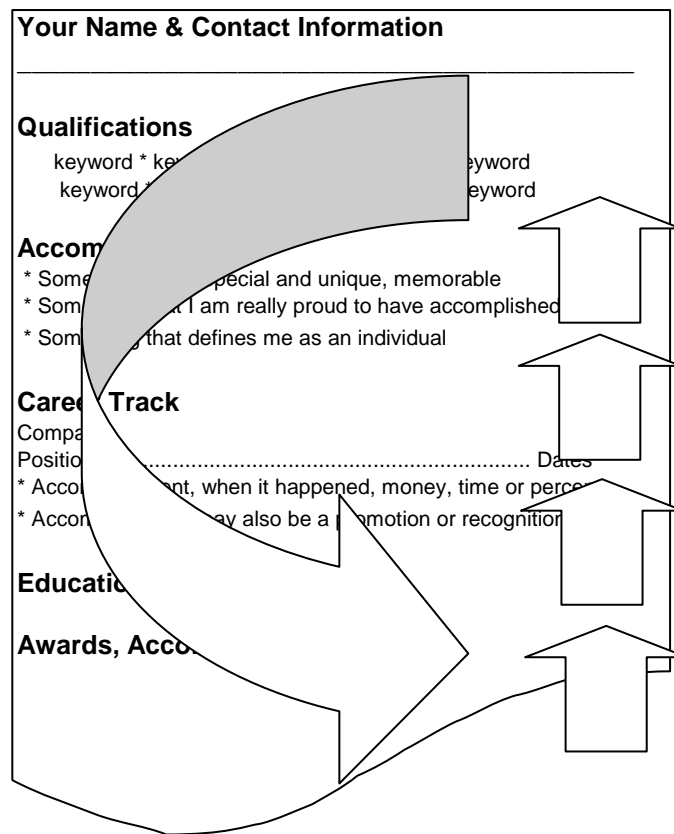
Education

Awards, Accolades, Recognition

10. Review and Repeat

Review your resume for correct spelling, grammar and punctuation.

Nothing says "Careless" better than a resume that is full of errors. I have seen managers promptly discard resumes due to spelling or grammar. The resume is a reflection of you, and the employer assumes that you took time to design this document with great care. The quality of your Resume has an impact on future opportunities, so you should treat this document with great care.

If you do not have confidence, then it may be well worth the investment to hire a professional to correct these errors and spice up the document for you. Consider it a small investment in your future, one that will bring you continual rewards by earning a better job and better pay.

Your Name & Contact Information

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Qualifications
    keyword * ke............eyword
    keyword............eyword

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 * Some............pecial and unique, memorable
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Care Track
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* Acco............nt, when it happened, money, time or perce
* Acco............ay also be a............omotion or recognition

Educatic

Awards, Acc

11. Variations on Your Theme

Once you have a resume that gives you satisfaction and confidence, then it is time to change it. Save that version of your resume, and make another copy that you can modify with a different theme. Use the copy of your resume to change keywords, buzzwords and highlights from a different perspective. In many cases there are aspects of your experience that may be more closely associated with different job markets or industries. Adjust the language of your resume according to different job markets so you can submit a fitting resume to a target position. Do not try to make your resume "one size fits all", but rather make several variations of your resume with different themes.
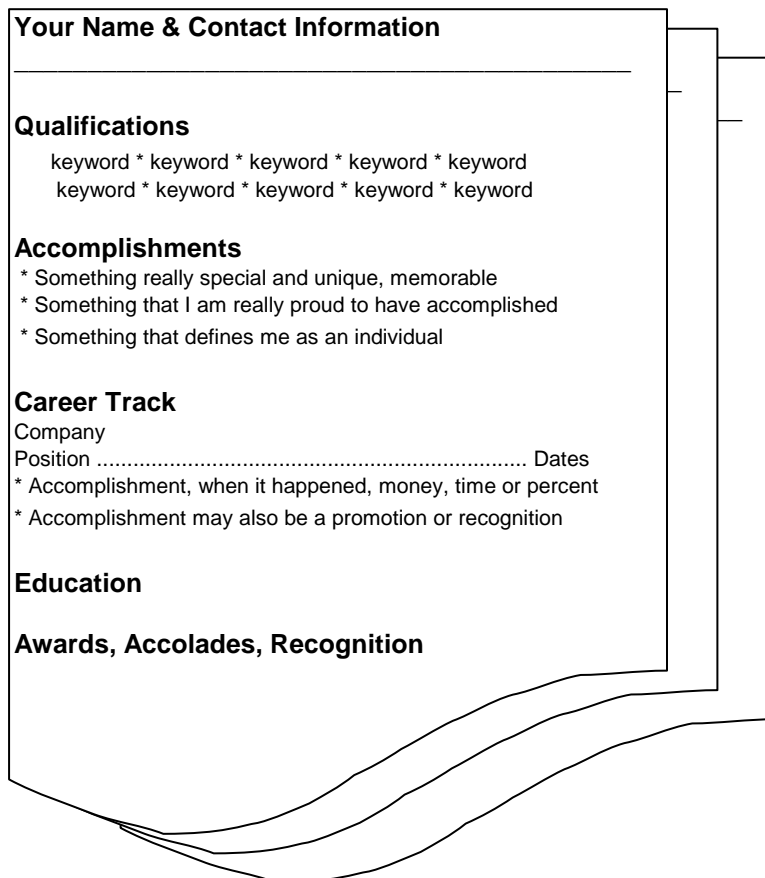
For examples of how to use different themes, compare the following on-line versions of these actual resumes:
Sales and Marketing Theme
http://www.executiveblueprints.com/resumes/johnmkt.htm
Service and Operations Theme
http://www.executiveblueprints.com/resumes/johnsvc.htm

Your Name & Contact Information

_____

Qualifications
   keyword * keyword * keyword * keyword * keyword
    keyword * keyword * keyword * keyword * keyword

Accomplishments
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Education

Awards, Accolades, Recognition

12. References

Do not distribute a list of references unless asked. Present your list of references during an interview, not distributed in advance.

Ask permission from each person to be a reference for you. Do not ever list someone without prior consent. Employers are obligated to call and verify references, and you do not want it to be a surprise.

Be courteous to the people who are generous enough to be a reference, ask them for a written endorsement or letter of recommendation. This enables the reference to endorse your capability or experience without the interruption of a phone call until it is time for an employer to check and verify references. This is a courtesy to your Reference Contacts, as it will minimize the potential number of people who may call. It also gets your endorsement in the hands of the potential employer that much faster. It is a great way to be courteous and build credibility at the same time.

One method of obtaining permission based public references is to use the www.LinkedIn.com network. This is a free service. You can create a personal profile, enter previous positions if applicable, connect with colleagues and track contact information. In addition, you can request colleagues, professional associates and other contacts to provide an Endorsement for you. These endorsements are available for public display.

www.LinkedIn.com

TIP – www.LinkedIn.com also provides a useful tool for identifying connections to other members, and locating available job positions through your network of connections. It is always helpful to receive references from within an organization, and separates your application from the general population. Take time to develop your network, look for familiar contacts and positions in your area, and collect your endorsements.

13. Submit Your Resume

This is no time to be shy.

Upload your resume to the on-line web tools and be prepared for quick response. Check your email every day and respond quickly to opportunity. Do not think of it as being over-eager, it is being enthusiastic and responsive. Recruiters and employers have a need and incentive to fill positions with qualified individuals in a prompt and efficient manner. They do not have time to wait if you take your time, so be at the front of the line and demonstrate your aggressive and enthusiastic desire.

TIP – If you used the current template provided with this workbook, or a similar template from
www.ExecutiveBlueprints.com

Then you can send your Resume with a short email to
Resume@ExecutiveBlueprints.com

Executive Blueprints selects resumes to use as On-Line SAMPLES. If we select your Resume, it will be Search Engine Optimized for Internet Access and posted on the Executive Blueprints web site. This is a great way to get your list of talents posted to on the Internet!

Examples of popular sites to post your completed Resumes

www.Careerbuilder.com

www.Monster.com

www.job.com

14. Prepare for Your Interview

After taking this much time and care to prepare a stellar resume, then do the same preparation for your interview. A professional resume will get you past the on-line filters, the company internal applications and the front-line reviews. If you get to the personal interview, make sure that you are adequately prepared.

You need to be confident in the final versions of your resume. If you are not sure, ask for review from trusted and respected colleagues. If you do not want to do that, you might want to consider using a professional service to assist you. Remember, the time that you spend on your resume is an investment to open new doors to career opportunities that could dramatically change your life. Invest a little extra time for long lasting rewards.

Ten Steps for a Stellar Resume – Checklist

☐ **1. CREATE A PERSONAL PORTFOLIO**
    MAKE A LIST OF MEANINGFUL DATA AND HIGHLIGHTS FROM YOUR CAREER

☐ **2. CHOOSE A STANDARD OUTLINE**
    SELECT A STANDARD PROFESSIONAL RESUME OUTLINE, USE A TEMPLATE

☐ **3. WORK BACKWARDS**
    ADD YOUR INFORMATION IN CHRONOLOGICAL ORDER FROM THE END OF THE RESUME TO THE FRONT

☐ **4. CONCISE, PRECISE AND MEASURED**
    USE BULLET POINTS FOR EACH JOB DESCRIPTION, BE BRIEF BUT INCLUDE MEASUREMENTS AND DATA

☐ **5. SELECT YOUR HIGHLIGHTS**
    BULLET POINT YOUR MOST DEFINING HIGHLIGHTS AT THE BEGINNING OF THE RESUME

☐ **6. KEYWORDS AND BUZZWORDS**
    ADD INDUSTRY AND JOB RELATED KEYWORDS AND BUZZWORDS, AS MANY AS POSSIBLE AND APPROPRIATE

☐ **7. MAKE YOUR OWN HEADLINES**
    WRITE A FOUR OR FIVE SENTENCE PARAGRAPH TO INTRODUCE YOURSELF AT THE BEGINNING OF THE RESUME

☐ **8. ADD SPICE**
    REVIEW TO ADD ADJECTIVES AND ADVERBS THAT GIVE ENERGY TO THE DOCUMENT

☐ **9. CHECK YOUR NAME AND CONTACT INFORMATION**
    MAKE SURE THAT YOUR NAME, EMAIL ADDRESS AND PHONE NUMBER ARE ACCURATE AND ON EVERY PAGE

☐ **10. REVIEW AND REPEAT**
    MAKE SEVERAL COPIES OF YOUR RESUME WITH DIFFERENT THEMES FOR JOBS AND INDUSTRIES

Extras

☐ **REFERENCES**
    ASK FOR WRITTEN LETTERS OF RECOMMENDATION AND ENDORSEMENTS, GET PERMISSION TO LIST

☐ **SUBMIT YOUR RESUME**
    SUBMIT YOUR FINAL RESUME ON-LINE AND DIRECT TO EMPLOYERS

☐ **PREPARE FOR YOUR INTERVIEW**
    PREPARE FOR YOUR INTERVIEW WITH THE SAME DILIGENCE THAT YOU USED IN CREATING YOUR RESUME

VISIT WWW.EXECUTIVEBLUEPRINTS.COM

Time is Money
More Impact, Less Interruption

Fast Paced, Results Based
Consulting, Training and Coaching
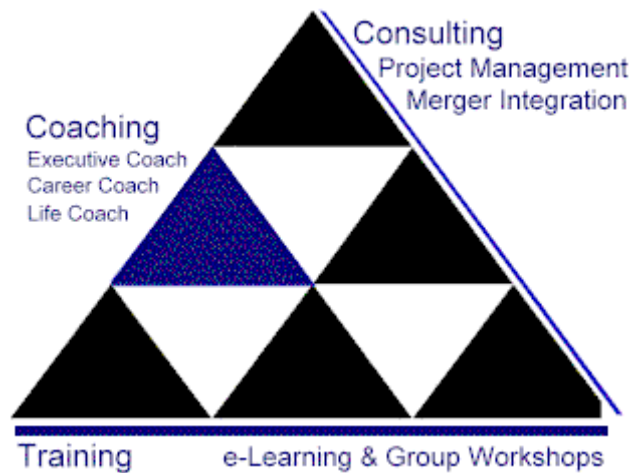
The foundation of every
organization is the talent of the
people within it.

Executive Blueprints, Inc is dedicated to supporting leadership by providing proven blueprints for success and individual resource development. Services include preparing a customized library of training and reference materials, consulting and management coaching.

Executive Blueprints uses experienced executive talent with customized materials to enhance personnel at all levels of an organization. From Executive Coaching to Management Development, Associate enhancement and New Hire selection techniques, we are dedicated to help measure and achieve success. Let us help you reach your goals with the right tools for continuous self-improvement.

Personal
Engraved
Invitation

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