

Resume 101 - The Number 1 Instant Success Tip

By Darrell DiZoglio of RighteousResumes.com 6 February 2009

Imagine you are the boss in the industry you are targeting. Which would impress you most, a versatile resume or a targeted resume? First of all we all know it is easier for you to have one great flexible resume for general use. The same goes for cover letters too. But, hopefully you understand you are in competition with at least 100 other candidates. Realistically the boss can pick just five to ten people to be interviewed. So what would impress him most?

Skills, ability and experience that match the requirements in the job posting would first come to mind. Both the specific resume and the versatile resume may make the cut here. However, you must know that you have only 15-45 seconds to make a great first impression. That being said, the more general of the two resumes will have some trivial information on it. Remember, unless you have been selected you don't even make it to the interview stage. In the end only one person will be hired.

The general resume is normal and competitive in every aspect, except that it is not customized. Your accomplishments as a soccer coach are duly noted. Your real estate investment activities are somewhat impressive. But since the boss has little interest in anything except what could help his company's mission, half of the time you had to impress has gone to waste. Truthfully, even if your resume is fine you are not memorable enough to the hiring authority.

The customized resume involves an investment of your time or the hiring of a resume writing service. In exchange for the extra effort of matching your resume to the desired skills, abilities and experience requested in the help wanted ad the boss is immediately pleased. Your resume will likely be selected for further review and will certainly get an interview. What was it that attracted so much attention in such a short time? It was simply that your resume was tailored specifically to his job opening. Naturally, it still must be factually accurate. Eliminate the useless info and replace it with appropriate info.

With the popularity of fax and email mass resume distribution an interviewer's job to eliminate lesser candidates has gotten more time consuming recently. It is logical to deduce a customized resume will greatly increase your chances of being hired. So the real question is: Would the extra time to customize my standard resume payoff enough to be worth it? As a former hiring authority I can answer that question with a resounding yes. The standardized resume approach must rely on a massive carpet bombing approach to resume distribution. Even if there is a shortage of skilled workers available for hire in your profession, your resume can have an impact on the salary you are offered.

Any resume service can produce three or four customized resumes and cover letters to allow you to target multiple positions so you can get hired faster without spending days typing, editing and proofreading. I have heard feed back from all my clients so I am not just one opinionated writer. Whenever possible go with the tailored resume verses the general one.

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Would you like to find out how the competition got the job you wanted? (Click on the above link.)

You do know your resume is the sink or swim, mission critical part of your job hunt right?