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Overview

Knowledge is Power

Never before have those three words been as relevant as in today's job market where a misinformed career strategy has the potential to stop a job seeker's momentum in its tracks. Ripple-through effects from just one "white-lie" or one typing error have the capacity to inflict financial damage of significant proportions as the job-seeker waves that dream-job goodbye and waits for another opportunity that could be days, weeks, or even months away.

It needn't and indeed shouldn't be this way. All you have to do is understand the power of communication. Sales and marketing gurus have known the secret for years; research the fundamentals; establish an action strategy; understand inside-and-out the nuances of the industry, and then appeal to the consumer by making the message slick, professional and concise. Stirring the reader's "must buy" emotions infinitely elevates your chances of being considered a top interview candidate. Selling yourself once you get to interview? Well that's the subject of a whole different book! Now is the turning point. Forget about what you think you know about résumé-writing. You are about to be taught a whole new way of thinking and creating exciting documents that will stimulate the reader's "must buy" response. And you will do it dynamically, concisely and honestly.

Your New Role

Congratulations!

You've just been appointed to the interim, but critical position of the new Sales & Marketing Manager for the YOU Division.

From this point you are an exciting and powerfully feature-laden product launched into a highly competitive market. The "Buyer" (your next employer) is in the market for a newer model product NOW; one with special benefits, extra features and demonstrable strengths over and above the "older" model.

The "Buyer" expects to know from the "product brochure"—"What's in it for me?"

Your brief is to communicate the essence of the You Division's flagship product - the "ME Brand." You need to devise a strategy to promote what makes the ME brand the best model on the market today. You need to appeal to an adult audience with adult needs. You need to be fresh in approach yet not tacky, confident without being brash, and under the rules of "advertising" you cannot and will not provide misleading or untrue statements.

Are you up for the challenge? Then you will need to do the groundwork in "*Résumé Fundamentals*" a training class for newly appointed Interim Sales & Marketing Managers promoting the ME Brand. Time for your first class—creating your action plan.

Résumé Fundamentals

Your Action Plan

Your appointment as the interim Sales & Marketing Manager for the You Division's "ME Brand" is multifaceted and you have some real work ahead of you. You will have to telephone some people, do a lot of industry networking, and find "customers" who will compete for your product's features. That legwork will come later when you are fully prepared with your career-marketing materials.

So far, potentially fruitful discussions have stalled (by you unfortunately) as you hear the same words repeated:

"Send me a ME Brand's résumé, and I'll see what I can do."

It is evident that establishing a résumé is the starting-point for your career-marketing campaign, and as this is your first training class in selling and marketing the ME Brand, you will start with a hands-on exercise.

Create your own résumé! Now! Without training. Then your strategy will be analysed and evaluated for its effectiveness, and it will be used as a comparison with your interview-winning end result.

It's Over to You

Armed with high school career-class memories, standard templates conveniently provided with your word processing software, and rapid typing fingers, you consider all the ammunition you need to win the battle is at your fingertips.

Confidently, you stride to your computer, select a standard résumé template, and get to work. Remembering the dates throughout your employment will no doubt be a little tricky—but you consider, this could be an opportunity to gloss over those less than glorious engagements. Other than that, you shrug, it's easy to remember the duties of each job. They haven't changed a great deal over the last few years. You can whip this thing up in no time!

Busily you get to work and although it took you a little longer than you thought, you're pleased with the result. You now have a document in a well-used format, concisely listing your duties and responsibilities.

You fold it, insert it in an envelope, stamp it and post it, and all you have to do is wait. Right?

Wrong.