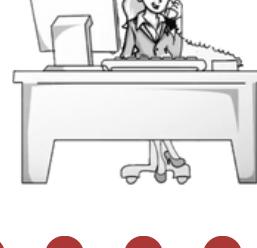




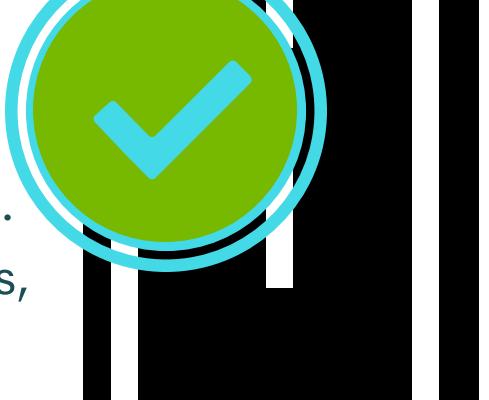
Resume Consultation

Roadmap



PRE-CONSULTATION CHECKLIST

Prep for your call! Have the resume available. Also review LinkedIn, the client's notes/emails, job descriptions and any supplemental info that may help you on the call.



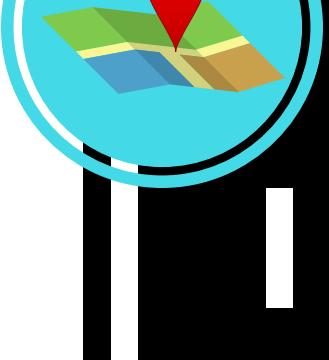
INTRODUCTION

Establish credibility, trust, and good rapport. Many clients don't have someone they can comfortably discuss their career goals with. Congrats! You now fit that role!



ROADMAP THE CALL

For most clients, this will be their first consultation with a resume writer. Help them understand what to expect so that you can control the pace of the conversation.



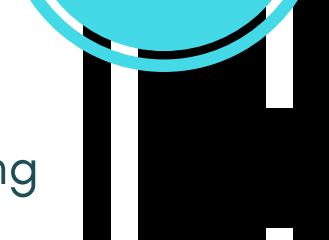
"Shouldn't take longer than 60 minutes or so, but on this call, we will..."

- 1) Review your career goals for this resume
- 2) Identify areas we can improve
- 3) Go over resume content
- 4) Establish our strategy and next steps

DISCOVER MOTIVATIONS & EXPECTATIONS

"Why are you updating your resume now?"

Are they changing industries or relocating? Different situations influence resume strategy. Identify what pain points you need to address.



"What 'Job Titles' are you applying for?"

The target job title is a key piece of information. Better yet, make sure the client emails you a job description they are targeting

"Where do you feel your resume needs improvement?"

Let the client tell you what they expect to get back and make sure to address these issues.

PROVIDE RECRUITER ADVICE, AND A RESUME STRATEGY

Now is your opportunity to diagnose the resume and discuss how the resume needs to be improved. Share knowledge and insight that addresses their concerns like job seeking tips. This will help the client feel confident in your choices and changes to the resume.

Examples:

- > *Key Accomplishments Section:* Highlight accomplishments that are relevant to jobs you are applying too.
- > *Google-for-Jobs:* A job aggregator that makes it easy to find positions
- > *"You have great content, my focus will be consolidating it into a new format"*
- > *"We need more quantifiable information"*
- > *"Tables/images aren't always compatible with ATS systems"*



IDENTIFY KEY RESUME CONTENT

When dealing with content, first verify that there aren't key pieces missing:

- Promotions, missing work history
- Relevant Coursework?
- Education, licenses, or certifications
- Awards/Recognition?
- Technical skills or software knowledge?
- Professional associations or volunteerism?
- What are your top (3) accomplishments?



Ask the client these simple questions for the most recent/relevant employers or projects:

Main Responsibilities:

"What are your top (3) to (4) main responsibilities?"

Biggest Accomplishments:

"What were your top 1-2 accomplishments in this role?"

Quantitative Information (Email):

Ask the client to email you quantitative accomplishments or duties: costs, dollar amounts, percentages, volume, etc. to help align with companies you are applying for.

CLOSING REMARKS

- 1) Confirm** the due date
- 2) Review** "homework" they need to send
- 3) Summarize** changes they should expect on the resume and next steps
- 4) Ask** if they have any questions



RESUME STATS

E D U C A T E O U R
C L I E N T S

Streamline formatting, use boolean keywords and prioritize content.

Here is why.

Recruiters spend as little as 6-7 seconds reading a resume before deciding if a candidate is a fit or not.



The average job posting receives 250+ applicants

Only 2% - 5% of applicants out of hundreds will receive an interview



5%

Job Seeker Advice:

Don't only rely on job boards.

Networking, LinkedIn, Job Aggregators, Applying Directly, and Job Alerts are other tools to use with the new resume.



88%

88% of employers said referrals are the #1 source for above-average applicants.



in

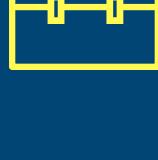
90%

90% of recruiters utilize LinkedIn.



80%

80% of jobs are not posted on job boards.



2-Weeks

Most jobs are filled in 7-weeks. The first 2-weeks are when recruiters source and pre-screen candidates.