

Thank you for downloading this free preview of The Real Skinny on Professionally Written Resumes. We have included here a few pages from our 30-page guide to give you a sample of the topics covered.

Remember that this is just a small sample. If you like what you find here and want to know more, just return to our Products page at <http://www.nononsensejobsearch.com> to order!



Write the Vision  
Make It Plain  
Run With It

**The Real Skinny  
on  
Professionally Written Résumés**

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## Insider's Guide

You may be wondering why a company that writes résumés for a living would put out an insider's guide to the résumé industry, particularly when it could mean that you would seek services elsewhere. The answer is simple. It is our goal at *No Stone Unturned* to assist job seekers in sifting through the plethora of information out there, much of which is time-consuming to pore through and incorrect.

Whether or not you choose to purchase any of our services, we want to make sure that your time with us was well spent and that you walk away better informed and armed with an ability to discern between the different options out there. Of course, we do write résumés at No Stone Unturned, and of course, we would love to assist you in that area. Check out our website at [www.nostoneunturndllc.com](http://www.nostoneunturndllc.com) for more info about our résumé services or call us toll-free at 1-866-755-9800.

But our primary aim here is to assist you while also assisting our industry. Résumé writing is a great profession because it is a unique opportunity to help everyday people progress in something that matters very much to them and their families...their livelihood. I can honestly say that I have yet to come across a résumé professional who doesn't take great pride in that. We want to see you succeed, and we want to be the ones who help play a part in that.

## Searching for a Résumé Firm

At this point, you have either already purchased a professionally written résumé or you are about to do so. If you have not already purchased one, here are some key guidelines to follow:

1. *Make sure the writer is certified.* There are a few professional associations out there that do offer certifications, such as the National Résumé Writers' Association, which offers the NCRW, and the Professional Association of Résumé Writers and Career Coaches, which offers the CPRW.

Why are these certifications important? Because the résumé-writing field is unregulated and unlicensed, as discussed, these certifications help to separate the amateurs from the professionals. In essence, they create standards for the industry, and your résumé writer with one of these credentials has agreed to adhere to those standards.

To locate these writers, you can contact either of these organizations to find a listing of members. Don't be afraid to ask about whether the writer specializes in a niche market as well. In other words, find out what markets the writer may specialize in.

2. *Do not pay less than \$100 for the résumé and cover letter (or even for just the résumé).* If someone is offering to do your résumé/cover letter for less than \$100, buyer beware. Although résumé and cover letter packages can vary widely, any certified writer offering to do a résumé for less than \$100 is not definitely not in line with the market and probably very green. You don't want someone who is cutting his or her teeth as a résumé writer on you.

NOTE: Résumé and cover letter package prices have steadily increased, particularly over the last couple years. As of November 2008, entry-level resume/cover letter packages tend to run from low- to mid-\$200s, whereas mid-level professionals (5 years of experience or more) can expect to pay from the high \$200s up to the high \$300s. Executive packages tend to range from ~\$400 to \$700 or more.

EXTRA NOTE: One thing to watch out for when comparison shopping among résumé writers is to understand fully what comes with the package. Do you get more than just a Word document? Do you get a pdf or ASCII (or text only)? Is there a discount for buying additional services? Is the cover letter priced separately?

If you already purchased a résumé service, and you know that you failed to follow some of the guidelines above, take ownership of that and contact your résumé writer. Explain to him or her some of the concerns you may have. Most professional résumé writers care very much about providing you with the best document out there. It may cost you a little extra to have some further revisions made, but it is worth it.

### **Common Résumé Misnomers**

Maybe you have already purchased a professionally written résumé, but you have some doubts about the document you received. Unfortunately, the résumé-writing industry gets a bad rap sometimes simply because there is a lot of misinformation out there. And, truthfully, sometimes résumé writers don't do the best job of explaining their strategy to the client. Not to mention, all the different opinions that seem to prevail out there, from our friends, online resources, recruiters, coworker, etc.

In an attempt to rectify that, I have listed here some of the main areas of confusion and the real deal behind them:

- 1. There are a lot of rules to writing a résumé.**

WRONG!

Writing a résumé is part science and part art. Although there are some general guidelines, honestly, there is a lot of wiggle room too. Often people get all caught

up in worrying about the fine points that they miss the overall target and strategy. Big mistake! There is no one path to landing an interview, and you don't want to either confine your résumé to one way of thinking (i.e., yours) or work with a writer who only has one way of doing things.

- 2. All résumés must be one page OR résumés can be as long as you want them to be.**

**BOTH ARE WRONG!**

A succinct résumé targeted directly toward your intended audience is more effective than an extensive overview or cropped summary. Remember, that the length of your résumé does not equate to the level of importance of you, the candidate. The focus should instead be on the quality of the writing, your credentials, and the listing of your key achievements. Also, most hiring managers and recruiters will simply not give long résumés a proper read, no matter how fantastic the prospect is, and they are frustrated by résumés that are too short and fail to describe accomplishments.

Good-quality résumé writers out there disagree on proper résumé length, as do recruiters and hiring managers. So if you ask four people, you will get six answers! The main thing is to have a document that gives that succinct, well-written overview that captures the main skills relevant to your target.

## **Final Advice**

### **Don't Expect the Résumé to Be All the Job Search Preparation You Need to Do**

Hopefully, we have helped you to gain some insight here into the résumé writing industry. More importantly, hopefully, we have helped establish proper expectations of what a professionally written résumé can and cannot do. Unfortunately, most job seekers put a lot into the résumé but then miss out on the next most important step: their game plan for conducting the job search.

If you think that you can just throw your nice, shiny new résumé out on a few websites and get a job, then you may be disappointed. Or if you think you can simply pay to have your résumé distributed all around the Internet and get a job, then you may also be disappointed. Or worst of all, if you think that nice recruiter is going to find you a job because you're such a great catch, you may really be disappointed.

Yes, you are the greatest thing since sliced bread. And, yes, you can do the job if given the chance. And, yes, you are worth every penny. But you need to remember that a successful job search isn't necessarily just about you. It is about your audience. Your target market. And you need to conduct a job search that never loses sight of that...nor of the reality of the market you are in...

Do you really know how to conduct an effective job search in today's market? Do you really know how to use the tools you paid so handsomely for? Maybe it is time you

learned how. Maybe it is time you finally understood what you should expect from these uncertain times we face.

As a former hiring manager, MBA, and career services professional, I'm not afraid to tell you what others will not. And I am not looking to charge you hundreds of dollars nor require hours of your time in counseling sessions in order to do it. I've put together a simple, step-by-step guide that gives you 3 important things:

1. A clear, straightforward picture of the current job search market and your place in it.
2. A direct approach to establishing a strategy for conducting your job search that accommodates your time and resources.
3. A truthful look at all the job search options, both traditional and hidden tactics, and which ones are valuable and which ones are not.

Check out the *No-Nonsense Job Search Strategy* guide on our website:

[www.nononsensejobsearch.com](http://www.nononsensejobsearch.com), where you can preview some of the guide. You can choose to purchase the guide on its own, or even better, you can purchase it along with a 30-minute phone consult with Steve Van Vreede, the NSU coach, to give you even more assistance in targeting your search.

A Thank You From



Your Career Coaching Specialists!!

**Write the Vision, Make It Plain, and Run With It**

Thank you once again for choosing *No Stone Unturned's The Real Skinny on Professionally Written Resumes* guide. I trust that your time with our materials has been filled with top-quality advice, and that you now feel more confident about the résumé writing process.

Hopefully, now that you are prepared on that end, you are also prepared for what will come next in conducting an effective job search. Most job seekers spend a lot of time on the résumé but fail to prepare an effective strategy for conducting their job search. For some reason, we seem to think that all we need is a good résumé, but that is only just the start. How will you spend your time and when? How much time do you have to spend? What are the best avenues for you to take?

Our *No-Nonsense Job Search Strategy* guide helps you answer these questions and more. Check out our Products page on our website: [www.nononsensejobsearch.com](http://www.nononsensejobsearch.com) to preview some of the guide. You can purchase the guide on its own, or even better, you can purchase it along with a 30-minute phone consult with Steve Van Vreede, the NSU coach, to give you even more assistance in targeting your search.

In the meantime, here are some other ways that we may be of service to you:

- ✓ We offer a **Professional Retainer Service** that enables you to have us “on call” to answer questions and help you overcome issues you will face as you conduct your job search. You can purchase a 5-hour block of our time, or you can save and purchase a 10-hour block of time. Just think of it...you can have a career coach right at your fingertips!
- ✓ We also provide **Interview Skills Training** that helps you work out the kinks in your interview style, brush-up on your technique, or simply get more of a comfort level in an interview setting. We offer mock telephone interviews and provide you with assessments, training, and materials.

If you are interested in any of these services, please contact us and we will provide you with more details. You can always reach us toll-free at (866) 755-9800 or via e-mail at [steve@nononsensejobsearch.com](mailto:steve@nononsensejobsearch.com).

**"Then the Lord replied: 'Write down the revelation and make it plain on tablets so that a herald may run with it'." Habakkuk 2:2**