

SPECIAL CONSUMER REPORT

The 7 Critical and Potentially Costly Resume Blunders

That can Sabotage your Career Success

PLUS

**3 Questions to ask yourself before getting
professional help and purchasing a Resume
Writing eBook....**

**GOOD NEWS for frustrated job seekers seeking tips advice and bullet
proof strategies to improve their resume from a Certified Resume
Writer!**

“Use these strategies to improve your resume IMMEDIATELY!”

Andrea Drew – CARW – Certified Advanced Resume Writer

Professional Resume Writer since 1998

Dear Job Seeker,

If you realize your resume needs to be improved as it's simply not working, but you're hesitant about purchasing a resume writing eBook, then this free report will be the best thing you've read all year!

Here's why...

The job hunting world is constantly changing. And for job seekers, you feel the brunt of this change more than others. What previously might have been done with a faxed or posted resume, or sealed only with a word of mouth referral and a handshake has now been largely eradicated.

With the popularity of the internet, resumes are now emailed through to decision makers with a point and a click. Hundreds if not thousands are received by recruiters each and every day.

Resumes are now more important than ever as these are the first thing viewed and assessed, long before a phone call or any other point of contact is made.

Plus the rules for writing resumes that get your foot in the door... have changed.

So how do you keep up with all this change? More importantly, how do you keep up to date without spending an excessive amount of time sorting out what to leave in a resume, what to leave out and how to say it?

How do you create a resume that sells you effectively and puts your best foot forward?

Well the answer is simple. You need to get professional help. You need a resume expert to help rewrite your resume so you can get on with job interviews and job offers.

The cheapest way to do that is by purchasing an eBook from an industry professional, ideally a Certified Advanced Resume Writer (CARW)

But more on that to come. That's enough throat clearing. Let's get to the meaty stuff.

The 7 Critical and Potentially Costly Resume Blunders That can Sabotage your Career Success

- Poor formatting. The amount of resumes I see with poor formatting and vertical alignment, dates and titles in wrong places would have to be in the thousands. Go to the trouble of either getting help to use MS Word, or ensure a MS Word professional can help you format it correctly. Not only is poor formatting unprofessional, but it distracts the eye and can make deciphering information extremely difficult
- Garish and bold headlines that cause severe eye pain! Using a hot pink font when listing name and contact details does NOT make you stand out. It makes the reader exclaim "Oh...no" if not cause eye pain due to the garish effect on screen. I always recommend sticking to a uniform font throughout the resume...say Arial or Times Roman no bigger than say 12 point or 14 point for headings
- No verb or action words at the start of bullet points
- Including personal information such as date of birth, marital status, and hobbies including often "risky" hobbies such as sky diving, or mentioning "contemplating world peace" or similar
- Using the same words over and over. For example, if you have a look at this three bullet points below the eye just scans over them because the same first word is used over and over:

- Created and developed “wish list” of major corporate entities and established a prospect database used for direct mail campaigns and regular communications. Renewed market push successfully snared up to 150 new clients including industry names such as Panasonic, Microsoft, BP, Nokia, and Qualcomm.
- Created and developed a contractor database—providing the company with instant access to a vast pool of translators and technical gurus.
- Created increased profit margins by revisiting pricing structures and setting prices that accurately reflected the inbuilt costs of producing the service. Initiative delivered up to 10% in project savings
- Using a header of “resume” in the document. It should be obvious what it is and there is no need to state the obvious. Remember this is a marketing or selling document. You don’t need this as a heading and it will work against you
- Listing “duties were” or responsibilities were” in a resume. To me these are a no no and instantly the reader will turn off. Aren’t duties the sort of thing that anyone in this job could do? How are you marketing yourself as different in that case? Specific information on how to fix this is contained with the eBook “Pro Resumes Made Easy”

Warm Regards

A handwritten signature in black ink, appearing to read 'Andrea Drew', with a horizontal line extending to the right from the end of the signature.

Andrea Drew

Professional Resume Writer

P.S. Don't forget you can always email me via my website with any questions you may have andrea@career-chick.com.au

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