

The No Résumé No Problem document helps guide a job seeker through the steps necessary to build their Historical Resume... which they need to study before going on interviews. Depending on where they are... some/most of this will not appear on their resume, but will be good for them to review to build their confidence in who they are and what they bring to the table. Some will say it contains information that companies are not allowed to ask. I say, so what? If you decide to use any of it there is no law that says you cannot tell them. If you put on your "Linked In" address it will tell a lot more, including your picture (which shows age & race, both no no's from a company's point of view from asking, so they have to delete it and any other information, like married or health)

Here is the **No Resume No Problem** document. Our clients love it, they call it a walk down memory lane. Please take a few moments to read it through (about 3 minutes).

It has been designed to take the place of a face to face interview where the information is taken down in shorthand... no resume service can afford to do that and clients can't afford to pay for it. It is, as you will see, not a form to fill out, but done in paragraphs that encourage you to think about what it is you have done and accomplished.

Keep your old resume handy ... so you don't repeat what is on it.

Then go back and add your name & phone numbers. Then, in a different **COLOR** if you please, start talking to us **BETWEEN** the paragraphs as if we were sitting there with you taking it down in shorthand. Don't worry about spelling, punctuation, sentence structure or trying to write a resume... just give us every thought that comes to mind and leave the wordsmithing to us.

Don't agonize over should something be in a resume or not... we are trying to wrap our minds around who you are, where you came from and where you want to go. The more we get to know you the better job we can do for you.

When done, the **FIRST** thing to do is **print it out**, **NEXT save it** where you know it is and can go get it, **THEN send it** to us.

Enthusiastically, Coach Bob

bsnelling@rosshr.com

214-618-2523 (direct)



NAME: _____	
Cell #: _____	Home #: _____
Email Address: _____	

Be sure to save your revised document to your local hard drive BEFORE sending back to us as a WORD attachment in a new email. We also recommend that you print a hard copy in case you cannot locate the saved document.

NO RESUME...NO PROBLEM

A number of our clients do not have a resume; or they have one, but it doesn't cover their last few jobs. Some have worked for the same company for ten or twenty years; others have moved from one company to another without the need for a resume; and there are those just coming out of the military or the university without a resume.

What they have recognized is their need for a well drafted resume created by a professional; so they are able compete in today's electronic Job Market. Millions of people find employment every month. Most of them have utilized a resume service of some kind. Companies expect, even prefer, that the resumes they receive have been written by those who understand their needs and desires. This saves them countless hours culling through the hundreds and, in some cases, thousands of resumes they receive.

If your resume is non-existent, woefully out of date, or not getting you interviews, what we'll need from you to change all that follows. **Don't try to write your resume though!** We are the wordsmiths and will take your facts to create a unique, one of a kind resume that clearly demonstrates who you are and what you bring to the table. **Please type your responses in a different color font.**

EDUCATION:

- ✓ Degree/Major ✓ University ✓ GPA ✓ Year(s) of graduation or attendance
- ✓ Memberships & Activities
- ✓ Relevant Courses, Licenses Or Certifications

- **Cover the Basics** - High School, Trade School, even GED, Prep School, Community Colleges, Universities & Colleges, Military Schools and Technical Schools. Include Name of School, Degree Obtained, Dates of Attendance.
- **Supplemental Training** - Then, there are the other ways of learning: Certifications, Government Tests, Company Training, none of which should be overlooked when drafting a resume.

As one client said, "I spent 8 years in the Military in HR, but I started out as an aircraft mechanic...so if there is an HR position where they need technical people...I talk their language."

- **Other Relevant Academic Information** - When giving details on education, feel free to elaborate: Was it Distance Education...over the internet or campus based?...Full time or evening?...Correspondence, classroom or OJT (On the Job

Training)?...Did you complete?...If not, why not?...Is it continuing; and, if so, when will you graduate?

Include extra-curricular activities and honors: Class standing, GPA's (overall, last year, major) Honor Roll, National Honor Society, Dean's list, Cum Laude (magna & summa), Class Offices held, Fraternities & Sororities and offices held, Clubs & offices held, sports, debating societies, school play, music, art, & other activities.

Internships - How obtained?...Companies worked for, positions held, duties & responsibilities...Accomplishments and dates...Percent of tuition & expenses earned...scholarships (athletic and academic)...GI bill.

EMPLOYMENT:

[NOTE: If you use industry acronyms or jargon, be sure to spell them out for us so we can include on the resume if we think it is relevant. For example, CSR (Customer Service Representative)

- ✓ **Job Title** ✓ **Company Name** ✓ **Website** ✓ **Year to year**
- ✓ *List of action oriented, result driven achievements*

- **Company name and web site** if you have it. Any information about them, size, scope, number of employees, Income, number of offices. What do they do? Your position and your superior's position. How many promotions did you get and when? Details on your positions in the last ten years.
- **Achievements** - Sure, a list of duties and responsibilities will be helpful, but more importantly is the answer to the question, So what? Did you make or save your employer any money? Were you recognized for anything you did by getting a bonus, a letter of commendation or a promotion?
- **Authority** - If you supervised others, which of these apply: Did you have the authority to recruit, interview, hire, set salaries, train, mentor, motivate, supervise, schedule, promote and if necessary, fire? If not, just what did you do with them?

Were you responsible for budgets, strategy, sales, marketing, production and profits? Think, really think, what would a new employer want to know about you in order to invite you in for an interview?

- **Historical Information** - Even if you are fifty years old, it might be fun, for your own edification and as a reminder of where you came from, to list all the jobs you've held from baby sitting to lawn mowing to summer jobs at the shore or mountains as a bell hop or waiter/waitress; or, perhaps, you were a day laborer or sold Bibles door to door. What is your family heritage? *"My dad and granddad were both super salesmen and I have sales in my blood"* or *"My mom worked nights to put us through college."*
- **Who you know?** - In certain career fields and professions, who you have worked with and the contacts you have made are meaningful (i.e., sales & marketing, investment advisors, etc.) High profile clients, how many clients, brand names, etc. Give us all and we'll decide if it is relevant to your career interest.
- **Military Experience** - If coming out of the armed services your recent (last five to ten years) Performance reports (Army 214's, Air Force 911's)

- **Reason for Leaving** - Why did you leave your positions? RIF (Reduction In Force), retired, layoff, fired, quit, recruited away, unavoidable move of a spouse or family situation or the company failed?...Physical problem, health problem.

KNOWLEDGE/PROFICIENCIES:

- ✓ *Microsoft: Access, Excel, Outlook, PowerPoint, Publisher, Word*
- ✓ *List of Key Attributes:*

- Do you know things that would be of interest to a prospective employer? i.e. Do you speak, read or write foreign languages? Know certain types of software? Understand certain methodologies or equipment? Have you traveled abroad? Do you understand the mores and customs of other countries?

ASPIRATIONS & GOALS:

- ✓ *Give three Job Titles you could fulfill now*
- ✓ *Give names of three companies you would work for*

- **Goals:** Where do you see yourself a year from now? Five years from now? What plans do you have for reaching your goals? Job wise? Education wise? Are you willing to relocate? Why? Why not? Willing to travel? How much?

PERSONAL:

- Are you single, engaged, about to be married, divorced, about to be divorced, married, happily married, have kids (# & ages)?

HEALTH:

- Is your health an asset or a detriment? Is it good, poor, fair or excellent? Any limitations on what you can and cannot do?

APPEARANCE:

- Good, excellent, professional, outstanding? 5' 7" 130 lbs, 6' 1" 175 lbs?

ACTIVITIES, PERSONAL:

- Do you exercise regularly? Participate in sports that might have a bearing on your job, such as Golf (handicap 12) or Tennis or competitive marathons?

ACTIVITIES COMMUNITY:

- Have you been involved in raising funds for a good service? Involved in political activities? Lions, Rotary, Sertoma, Optimists, Soroptimists, Chamber of Commerce? Held any offices? Coached teams, taught/tutored students?



THE RESUME, JOB SEARCH AND
INTERVIEW COACHING PROFESSIONALS.

A PARADIGM SHIFT IN RESUMES

This age of **electronic job hunting** has called for a drastic paradigm shift in how a resume should be crafted. Employers are using every means possible to find the employees they so desperately need to run, manage and build their businesses. Add to this the fact that they are inundated with thousands and in some cases millions of resumes a year. A good yet frustrating problem for which they have built elaborate systems to **screen out** those that don't fit and screen in those they need, utilizing computerized scanning and cadres of clerks as their first line of defense. What type of resume will best serve their needs and the needs of those seeking employment. Will it be the archaic two and three page dinosaur or a new and dynamic, advertisement based, system driven resume?

Here are few of the steps we've taken in preparing your resume. It does not cover everything we've done, but it gives you a good overview of the many steps involved in drafting a proper resume. We've taken pages of good, and sometimes not so good, material and created a hard hitting, door opening, interview-getting one page resume. We did not write a 'cookie cutter' all look alike, Resume Mill type of resume. Each of our resumes is unique to the client, based on their education, experience, background and career goals. We also did not write a 'feel good' full of fluff resume designed to make **YOU** feel good. **Our resumes have one purpose and one purpose alone... to get you interviews.**

Our system of designing resumes is based on fifty years of helping thousands of companies find the right people and listening to them as to what they want and don't want in a resume. We have taken into consideration the electronic age screening devices being utilized by more and more companies. Also we pattern them after a full page ad in Time Magazine, Good Housekeeping or Sports Illustrated where a company has paid copywriters \$50,000 or more to agonize over every word. You are a multi-million dollar product/service (\$35-155,000x15-40 years) and deserve no less. Keep this in mind... In those ads, at the top they tell you what they are going to try to sell you. In the middle, they give you some very good reasons to do so and at the bottom they tell you how and where to buy. We do the same.

NOTE: we've used a little color to differentiate your resume from the hundreds of others a gate keeper will see. How many ads in magazines or on TV are just black and white? "I thought about making the world black and white, but then I said, **NAAAH!**" God.

UPSHOT: We did the following:

1. **Eliminated your address.** Companies, in this electronic age, no longer write to good job applicants. They are in competition for the best job seekers. They call or at the very least email for more information. In addition, your address has nothing to do with getting you an interview and in some cases could be a detriment.
2. **Moved your contact information** to the bottom of the resume, just like they do in those expensive ads, for several very good reasons. One, it also has nothing to do with getting you an interview. Two, most resumes get 10-15 seconds before they are passed along or deleted. You don't want a reader to take any of that valuable time thinking about your name and address. Third, most Recruiters and Employment Services like it since they can replace your contact information with their own when sending your resume to a client company... without disturbing the basic resume. On the contact information, we suggest using a home and a cell phone both with voice mail. We also recommend a simplified email address, preferably your name and not one connected with your present employer.

3. **Put a Job Title** in the upper left corner (advertising 101) where people start to read, you know, top to bottom, left to right. Made your name smaller and moved it to the right since it is not as important. Sorry about that. Like the expensive ads in Time, this lets them know what you are and replaces a wordy Summary or Objective.

If you can grasp the importance of the fact that we are not selling a JOSEPH P. WILSON but a whatever you are: Sales Manager, Accountant, Trainee, Engineer, Administrative Assistant... who just happens to have that name, then you are on your way to understanding why your resume looks different from all the others you have seen over the years.

Note: This Job title can and should be changed depending on the job you are applying for. If they want a Customer Service Manager, that's what you use. If they want a Technical Support Manager... you got it that's what to use. The first thing H.R. clerks do is to check a resume against a list of job openings to see if they have one that fits. If they can quickly ascertain that you are on their list, you will be passed on to the next level of screening. If they have to search through a half a page of address, summary and objective before finding out or never finding out what you are, you may become a victim of the delete key or the deep six basket.

4. **Omitted area titles** such as: Summary, Objective, Education, Professional Experience, etc. as most are redundant and superfluous. They waste valuable space... and time of the reader... keeping them from the really important facts about you.
5. **Reordered your accomplishments, duties and responsibilities** to put the most important first and combining some to gain room. This is a time consuming, mind bending, critical step. In most cases two of us, independently go over your material to make sure we have grasped those things in your background that are vital to a prospective employer when making a go or no go decision to bring you in for an interview.
- 5a. **Stressed three to six** of your most important facets right up top with check marks. These can be changed, added to or deleted depending on the job order you are responding to. This methodology does not suit all individuals for obvious reasons.

Note: Our resume has been designed to allow you to not only change the Job Title, but also to change, delete or add pertinent information anywhere to meet the requirements of a particular job opening. You need this flexibility to zero in on a job and get the interview. Gone are the days of printing out 100-500 copies of a stat, staid resume and trying to use it to fit every situation. Of course in many cases the Cover Letter can accomplish this without changing a perfectly good resume.

6. **Included your education and training.** However, in most cases, if it was over five years ago, we did not get into GPA, majors and minors and extra-curricular activities...
7. **Changed your job titles** if called for. You are not bound to use the titles your employers gave you. You have every right and indeed the responsibility to use a job title that really denotes what it is you did and were responsible for doing. Employers use different job titles for a variety of internal reasons.
8. **Agonized over every word...** just like those expensive copywriters do. Tried not to repeat ourselves. Every line counts. Every fact counts. Time counts.
9. **Used just one 'warm fuzzy'** about you personally to give a human touch. Yes, we know employers can't ask about some of those things, but that doesn't mean you can't or shouldn't tell them. It also sends subtle messages, for example:
 - Single* - No personal commitments to interfere with job requirements
 - Excellent Health* - No pre-existing health conditions to negatively impact job performance or health plan costs
 - Outstanding Professional Appearance* - Important for sales oriented fields

Yes, we know that employers cannot ask these questions, but there is no law that says you can't tell them. Then they can delete it. First and foremost the statements must be accurate. If you feel you have only good health and just a professional appearance (5'4" and 190 lbs opposed to 5'4" and 130 lbs.), then we can modify. In the final analysis, however, this is your resume and if you prefer to leave off the personal line, it is your decision. We have had some employers comment that it was the personal line that made the difference in selecting to bring in the candidate for the interview. Just let us know what you decide and we will be happy to accommodate your personal preference on this one.

10. **Included our Logo** on the premise employers recognize that most people use a resume service of some kind... but you, like Hallmark says.. .Cared enough to send the very best... and you chose The Premier Resume & Job Search Coaching Company in the country... ROSS-HR.

Here's what we need you to do:

1. **Go over the resume** with a 'Bill Bailey' fine tooth comb to make sure we have not over, under or miss stated anything. It must be factual.
2. **Think, really think...** is there anything vital an employer would need to know about you in order to invite you in for an interview. Keeping in mind the purpose of the resume... to get that invite.
3. **If there are red questions** or blanks on your resume, answer them or fill them in if you can. If not:
4. **Call us** on our Dallas # 214-618-2523 to give us your input so we can finalize the resume and you can get on with the job search.

The job market is **HOT**, regardless of what the press may say. Unemployment hovering around 10% means to most experts, including me, that 95% of those who really want to work are working. There are always good jobs available. Therefore, the objective in your job search should be for you to work a plan that will get several acceptable job offers all at the same time and then select the best one, the right one for you.

Enthusiastically,
Coach Bob
214-618-2523 (direct)
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For More Information, visit our website: www.ROSS-HR.com

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