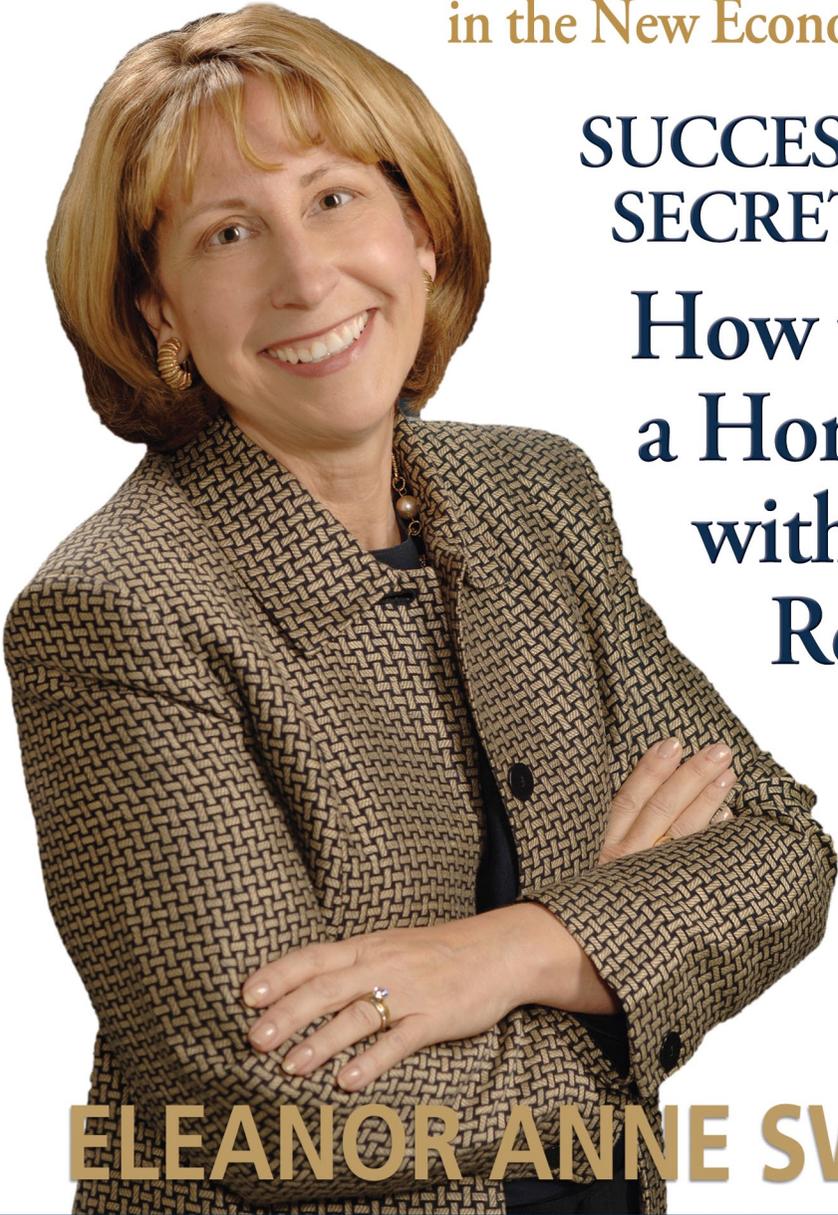


The NEW Rules of
JOB SEARCH

How to Land an Executive Job
in the New Economy



**SUCCESS
SECRET #1**

**How to Hit
a Homerun
with Your
Resume**



ELEANOR ANNE SWEET

*The Executive Job Search Expert*TM

ENDORSEMENTS

“Do you want a job? A good job? You need to turbocharge your job search with the inside secrets that Eleanor has gained through over 20 years of successful experience showing people just like you how to land the right job FAST. This labor market is different. You need a different strategy. This book will give you a game plan to follow to win!”

—Robert Allen, bestselling author
Nothing Down, Nothing Down for Women,
Creating Wealth, Multiple Streams of Income,
One Minute Millionaire, Cracking the Millionaire Code,
Cash in a Flash: Fast Money in No Time

“The job market has changed. You must update your job search and get the right tools for success in this labor market and in this economy. You will get the competitive edge in your job search when you read *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy* with Eleanor Sweet, nationally recognized Executive Job Search Expert.”

—Kurt Mortensen, author of
Maximum Influence and Persuasion IQ

“Eleanor Anne Sweet applies her tried-and-true methods for executive placement to an important new resource for navigating through today’s choppy job market. Sweet’s detailed, easy-to-follow guide doesn’t just show you how to land a job. It shows you how to resume a career.”

—Peter Giannetti, editor-in-chief,
HomeWorld Business magazine

“I’ve known Eleanor for many years—both as a candidate and a client. I can honestly say she’s one of the best recruiters/career coaches there is in the business. She’s not only a subject matter expert in job search, but also applies what she teaches to real live career situations. She has a tremendous amount of integrity and is driven to achieve great results for her clients/candidates. You would be crazy not to consider her for your career search needs. She has a deep knowledge of product categories and companies. In addition she is extremely networked in with many people. Please take the time to get to know Eleanor and what she can do for you. I guarantee you won’t be sorry.”

—Rick S., Atlanta, Georgia

“Eleanor has more connections than the soundboard at a Coldplay concert. And if you’re going to be a Career Coach/Headhunter, nothing is more important. The reason she knows so many people—people who will gladly take her call— is that she not only knows her field, she gives everyone her full attention and respect. In a field littered with charlatans, money-grabbing Websites and late arrivers, Eleanor is the real deal.”

—Bob Simon, Akron, Ohio

“Eleanor possesses the best combination of qualities for an executive recruiter and mentor for candidates. She is communicative and available, but always honest and up-front with clients and candidates alike. She is an excellent coach and works hard to prepare candidates for the challenges of the job search and ultimate interviewing process. In her coaching program for candidates she provides them with the tools necessary to identify opportunities in the hidden jobs market. I have personally worked with Eleanor as a candidate and client and found her to conduct her practice with the utmost integrity. She is always at the top of her profession and a pleasure to work with.”

—Dan S., Cleveland, Ohio

“I am anxiously awaiting the release of Eleanor’s new book that is coming out shortly. I have worked with Eleanor numerous times over the past few years. She is a professional that is truly committed to helping individuals with your job search. She supplies great support and information that is critical for a successful job search. Based on my experience working with her there is no doubt that her book will be a success. If you are looking to work with a recruiter I would highly recommend Eleanor’s talents.”

—Alan M., Orlando, Florida

“Professionalism is foremost when it comes to making reference to Eleanor. Her knowledge of the marketplace and the various ways in order to approach the present day environment allows an employment candidate to realize that her path for success is key and does work. Her seminars and consultive guidance is worth more than gold. Her directives and thought initiating visions have helped me gain a more defined path and direction in which I have landed a Director of Sales and Marketing position. Down to earth terms, everyday life situations and personal experiences are conveyed during her lectures. One can only leave to go out and make it happen. Eleanor is truly the best take advantage of her outstanding abilities.”

—Ira S., Centereach, New York

“I highly recommend Eleanor as an excellent recruiter. She has a very enthusiastic and energetic personality and I felt an immediate connection with her. She may work for the client but really cares about the candidate. Eleanor is very thorough and has excellent follow up and follows through. A true professional.”

—Marguerite D., Pittsburgh, Pennsylvania

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SUCCESS SECRET #1
**How to Hit a Homerun
with Your Resume**

ELEANOR ANNE SWEET
The Executive Job Search Expert™

SUCCESS SECRET #1: How to Hit a Homerun with Your Resume,
a special excerpt from:

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First Sweet Success paperback edition published 2012
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First Edition

Library of Congress Control Number: 2013917436

ISBN: 978-0-9852464-2-6

Cover and Interior design: 1106 Design, LLC

Publisher's Cataloging-In-Publication Data

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*This book is dedicated to Ramon Jan Elias,
my wonderful father, the first author in our family.
He was a man who loved his fellow mankind
and lived his life with integrity and honor.
He was a true renaissance man and one of the
most gracious people I have ever known.
This one's for you, Dad.*

May 16, 1925–March 12, 2004

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ACKNOWLEDGMENTS

I WOULD LIKE TO EXTEND my deepest gratitude and thanks to the people who helped me with my journey in creating this book. First I want to thank my family, Pete, Meredith, and Jonathan, for all their support and patience while I worked many weekends and late nights to make this vision come to life.

It is my belief that all major passages and projects are accomplished only with the inspiration and support of others. I would like to thank several of my mentors who assisted me with this passage of my life.

First I would like to thank Robert Allen and Mark Victor Hansen for writing their book, *Cash in a Flash*, which inspired me to create this book. The book you hold in your hands allows me to finally be able to reach out and extensively serve more people with my job search expertise.

In addition, I would like to thank some of my mentors and professional coaches, Brian Tracy, Alex Mandossian, Tim Paulson, Bob Burg, Kurt Mortensen, Robert Skrob, and Jack Canfield, for their continued support in challenging me to constantly improve myself to better serve all the job seekers who look for my assistance with their job search challenges.

I would like to thank Elijah Litscher, Brett Young John Merkle, Kathy Kehrli, Michele DeFilippo, Ronda Rawlins, and all the people at Lightning Source for their professional expertise with my websites and the production of this book.

I have included a link of the contact information for above-mentioned professionals in the back of the book.

I would also like to acknowledge all the job seekers I am currently working with as well as all those I have helped over the years. The list is too long to individually recognize everyone here, but please know that there is a little piece of all of you in this book. Thank you for sharing your dreams, struggles, and triumphs with me. You continued to validate the solutions I shared with you through your individual successes. You also encouraged me to share this information with everyone and not just a select group of job seekers. I feel blessed to have been able to help you and humbly look forward to continuing to serve you. I am here for you always. I believe in you!

Last I would like to thank my personal support team of Aunt Helena, Ann Lax, Joyce Braun, Caroline Horn, Cyndi Evans, Clay Farnsworth, Rick Steinbrenner, Sharon Stagnito, Jean Williams, Stacy Sekinger, Clare Sideman, Angela McKiernan, and everyone for their wonderful support cheering me on through this project.

From the bottom of my heart, thank you, everyone, for your wonderful help and support. I appreciated every single one of you. You have all made a difference in my life and helped me to become a better person.

INTRODUCTION

Secret Advice from the Executive Job Search Expert™

THE RULES OF THE GAME have changed. If you don't understand how the job search game has changed, then you are not going to succeed with your job search. You will just be wasting your time, spinning your wheels, and not getting hired.

This book is written for you, the executives who have found yourselves challenged in ways you never dreamed of in this current labor market.

How many times have you posted a resume on line and never heard back from anyone?

How many of you are still waiting for someone to return your calls?

If you have not been getting the results you would like in landing a new job, then this is the book for you.

*Insanity is doing the same thing over and over again
And expecting different results!*

—ALBERT EINSTEIN

It is time to change your job search process.

In this book I share with you my new professional Job Search Success System for how to land a job in this new economy.

If you follow the steps I outline, you *will* succeed in landing a job in this new labor market. *You need to believe in yourself first. Then you must take action and have an unwavering desire and commitment to succeed with your job search!*

All you have to do is decide what job you're realistically best suited for, believe you can land that job, believe you deserve it, and follow the strategy outlined in this book.

An eye-opening statistic is that 55–84% of those currently employed are unhappy in their current positions (Conference Board Study and Right Management Study). The majority of these people will be looking for a new job within the next 12 months—on top of those who are currently looking.

So how do you land the job over everyone else? This is a job search system that, when worked properly, will put you way ahead of the pack of other job seekers.

In this book, I give you the basic/functional tools and the inner game tools, followed by the strategic tools, marketing tools, and outer game tools, and finally salary negotiations strategies.

The first two chapters in the full book are the most important chapters! If you do not have your inner game in order, you are not going anywhere in your job search. Without a positive mindset, an intense belief in yourself, and belief in your goal, you will not succeed in your job search.

Basically the game plan is to focus on your target companies, then networking, then hidden job market ideas, and recruiters last.

I realize that this may not be what you want to hear. I know that it's easier to spend your time just posting your resume on the internet, sending it to a bunch of recruiters, and then sitting back and waiting for people to contact you.

That simply does not work in the new economy. The sooner you realize that, the sooner you will be ahead of the majority of the other job seekers.

This is a market where you are squarely in the driver's seat, and THE ONLY DRIVER. If you are not willing to take the bull by the horns, you will still keep getting the same results, basically little or no activity.

Who the heck am I? I am lady who has been a professional executive recruiter for over 24 years. I am a no-nonsense lady who is a straight shooter—I tell it like it is. I am “The Executive Job Search Expert™.” I know how to get the job done, which in this case is how to help you get a job in this current labor market!

In addition, I was unemployed when I relocated to Chicago as a bride after marriage and then when Salton got sold. My husband has been unemployed twice in the last five years. I understand firsthand how to land a job through 24 years of personal and professional experience.

I wrote this book because my heart was being ripped out by everyone I have been unable to help in this current labor market through my executive search firm. With this economy, there are more people looking for jobs than ever before and fewer jobs than ever.

The bottom line is you have a goal: to get a new job. I feel my job, from both a professional and moral standpoint, is to share with you how to achieve that goal, even if some cases it means doing it without my professional help. The most important thing is for you to reach your goal: to land that next great job for you and your family!

Next, I must confess that I left out one very important trade secret from this book by mistake. If you want to know one of the best-kept trade secrets regarding your job search, go to www.thejobsearchexperts.com/bonus-trade-secret/.

This is the secret the other recruiters will not tell you. I think it is in your best interest to understand how the game is really played by the recruiters. That way, you can work it to your advantage, not hurt yourself. Over the years, I have shared this information with every job seeker I have come in contact with.

I created www.TheJobSearchExperts.com to reach out further in helping you, the job seeker, with job search seminars, products, home study courses, and coaching programs to try to help you achieve your job search goal more quickly.

The new rules of getting a job in this new economy are to manage your own job search first and then contact the recruiters *after* you have made all your own contacts through networking, hidden jobs, and your target company list.

When you have finished all those parts of your job search, then—and only then—contact the recruiters. You must tell the recruiters what companies you have already contacted yourself directly to avoid any professional embarrassment for either you or the recruiter.

I know this book is the answer to how you can land a job in this new economy. I know the process outline herein will require more effort on your part, but that is the nature to this current unique labor market. This is the worst labor market this country has seen in the last 29 years. (I know I am not telling you anything you do not know already.)

This is a book written by a professional recruiter with over 24 years of experience in helping executives land great jobs. Some recruiters will not be happy that I am sharing these trade secrets with you. That's fine by me. I feel your success is what matters the most.

You will find this book rich with great content. Do not become overwhelmed, anxious, or worried that there is too much information and you cannot handle it.

The answer is, “How do you eat an elephant?” “One bite at a time.”

Take one chapter at a time. Whenever you find yourself emotionally overwhelmed with the process, go back to reread Chapter 2, “How to Keep a Positive Mindset in Challenging Times.”

If you discover you are really, really overwhelmed, then contact me at sweet@TheJobSearchExperts.com or 847-304-4500 regarding additional information on my personal or group

coaching programs. They will supply a more structured, disciplined, and supportive process that may work better for you. In addition, they provide more in-depth content that you may prefer.

Thank you for reading this Introduction. (I rarely read introductions of books.) If you have read this far, I know you are truly committed to your job search. You are going to be my next success story!

Go to this link for a special bonus:

www.thejobsearchexperts.com/extra-reader-gifts-resume-book
It's my way of thanking you for reading this section.

Please know that I want the best for all of you. I want you to land that next great job that you and your family are excited about.

Understand that with this new economy, you may also need to view your next professional job through different eyes than perhaps you would have before this deep recession.

The market is coming back. Stay with it and do not give up.

I wish you continued good luck and success with your job search and with landing that next great job. I believe in you!

Warmly,

Eleanor

Eleanor Anne Sweet,

The Executive Job Search Expert™.

The Expert in Executive Job Search Solutions.™

P.S. Keep me posted at sweet@executivejobsearchexpert.com

CHAPTER 3

Secrets to a Homerun with Your Resume

*We judge ourselves by what
we feel capable of doing, while
others judge us by what we
have already done.*

—HENRY WADSWORTH LONGFELLOW

BEFORE DIVING INTO some of the ways you can make sure you're differentiating yourself with your resume, let's briefly discuss some resume basics.

Basic Statistics in Today's Market

- On average, your resume will be *looked at for only 10 seconds!!*
- The average person in today's labor market is in a job for only 2.5 to 3 years.
- After graduating from college, most people can expect to have 12 to 16 jobs in their lifetime.

Purposes of Your Resume

1. Your resume serves as a marketing tool. It acts as your marketing “brochure” to pique hirers’ interest enough to call you in for an interview. Your resume has been sent in advance, as part of your “job solicitation,” in response to an ad, a posting, a networking lead, or a cold call.
2. Your resume helps guide the interview process.
3. Your resume represents your background when you are not physically present. After the interview, your resume has, most likely, been left behind for others to read.

Mechanics and Actual Technical Resume Advice

We’ve already discussed how to leverage Microsoft Excel in the job search process. Now, let’s turn our attention to using some additional job search tools available in Microsoft Word. Don’t forget that you can get resume templates online. Simply visit Microsoft Resume Templates (www.office.microsoft.com/en-us/templates/CT010104337.aspx). You should be able to download them for free. Alternatively, on your computer, go to Microsoft Word and click on:

- File
- New
- Templates or New from Template

Then click on either Templates on Office Online or Templates on My Computer, Other Documents, where you will find four resume templates.

To find these resume templates online, you can also Google and enter “Microsoft Online Resume Templates” into the search bar.

In the new Windows 2010, you will find 44 new templates supplied courtesy of Monster.com. In addition, Windows 2010

by Microsoft is giving you 119 basic resumes, 108 job-specific resumes, and 22 situation-specific resumes (mostly for high school graduates and very specific situations like someone wanting to relocate).

When you get your resume printed, I suggest an Ariel, Verdana, or Times New Roman font in a 12-point size using heavy linen, brilliant white, 24-lb. paper. Keep $\frac{3}{4}$ to one-inch margins all around.

7 Styles of Resumes You Need to Be Aware Of

There are basically seven types of resume forms from which you can choose. You will most likely select the one that best suits your style, with the understanding that in certain unique situations, you may want turn to some of the other alternatives.

1. Reverse chronological (preferred one)
2. Combination type, both chronological and functional
3. Functional
4. Biographical letter (the “no resume” resume)
5. “Handbill” resume and mini resume
6. “Tell-all” resume
7. Targeted resume

Let’s take a look at each one of these options individually.

Reverse Chronological

1. Reverse chronological is the most preferred and popular type of resume. I have to tell you that after over 17 years of looking at approximately 43,000+ resumes, this is still the one I personally prefer.

Why? Because it is easy to quickly get a sense of what the job applicant has been doing in their most recent positions.

Combination Type: Chronological and Functional

2. The combination type of chronological and functional resume hybrid is frequently used when someone has had a number of promotions within in the same company. If you were to choose this type of resume, you would list your accomplishments, skills, and experience first by functional area of expertise. Next, you would list your employment history.

This is a resume that works well when you're customizing your qualifications to a specific job. What makes the combination resume ideal for this type of situation is that you can highlight your skills that are relevant to the particular job you are applying for at the top, where they're most likely to be noticed.

Functional

3. A functional resume puts the reader's focus on your accomplishments, skills, and experience rather than your chronological work history. This type of resume works well if you are in the midst of a major career change or if you have some time gaps in your work history.

Biographical

4. The biographical resume is just like it sounds. Basically, it's a biographical letter that highlights your career contributions. Frankly speaking, I find this type of resume hard to read, simply because it asks the reader to plod through a format that is not quickly and easily digestible in today's fast-paced world that prefers to move in sound bites.

Handbill

5. The handbill resume and mini resume, if not identical, are very similar to one another. This type of resume is a one-page summary or shorter version of your full qualifications. It kind of reminds me of the five-minute date idea. What I like about this resume option is that in some situations it can basically serve

as a “tease” to get you to the next level in the hiring process. Sometimes less is better.

Tell-All Resume

6. The tell-all resume is another one that lives up to its name. It can be as long as 10 pages. In a nutshell, job applicants tell everything they have professionally accomplished within these pages.

You will tend to see this length of resume later on in the interviewing process. It is also used a lot by people in the academic world, people with patents, and individuals with professional research articles to their credit. This type of resume will most likely get you screened out of the job search game early if you present it right out of the starting gate. Remember that when it comes to the length of your resume, less is better initially.

Target Resume

7. We’ve already touched on the target resume. This type of resume is customized to a specific job. It highlights the experience and skills that are most relevant to the position to which you’re applying. To gain a leg up, customize your resume’s keywords to the job posting’s keywords.

The choice is ultimately yours, but when all is all said and done, I still prefer the chronological resume over the other options.

The Reader of Your Resume

When creating your resume, remember that studies show the typical reader will spend less than 10 seconds scanning it. As they glance at it, they are looking for a reason to put it in their “A,” “B,” or “C” piles.

If your resume lands in the “A” pile, it means that something has caught the reader’s eye enough that they plan on looking at it in more detail later on. A spot in the “B” pile usually means you’ve attracted moderate interest, while a “C” pile resume is getting pretty close to being tossed in the trash can.

How do we get a resume that will wind up in the “A” pile, stay there all the way through the hiring process, and ultimately rise to the top?

“Accomplishments” Are the Name of the Game—How You Land the Job!

If you want to earn a spot in the coveted “A” list, you have to make sure you’ve created a powerful, accomplishment-oriented resume with a strong cover letter that acts as a marketing tool.

In a resume you are, in essence, “marketing” yourself. You are the product you want to sell. That being said, the more strongly you describe your accomplishments, skills, and experience the more likely you will be called in for an interview and get the job offer.

Never forget that your accomplishments are the backbone of your resume. They communicate your professional strengths and your ability to make a positive difference not only to an organization but also, more importantly, their bottom line.

Accomplishment statements should be short, measurable (quantifiable), and results-oriented. When writing them, you should use vivid, descriptive action words. Such an approach will help create a word picture in the hiring authority’s mind. When you use action verbs, you enable the prospective employer to visualize you accomplishing the important tasks you’ve highlighted with your previous employers. You then give the hiring authority the impression that you can accomplish the same results for their organization.

You want to make sure you’re using powerful action verbs at the beginning of all your accomplishment bullets. You should also work at coming up with phrases other than “Responsible for . . .” and “Worked with . . .,” only because a lot of people use them. As a result, many hiring authorities have become immune to the impact of those types of phrasings.

Suggested alternatives:

- | | |
|----------------|-----------------|
| ▪ Captivated | ▪ Maximized |
| ▪ Championed | ▪ Mentored |
| ▪ Directed | ▪ Optimized |
| ▪ Exceeded | ▪ Orchestrated |
| ▪ Pioneered | ▪ Re-engineered |
| ▪ Formulized | ▪ Spearheaded |
| ▪ Formulated | ▪ Structured |
| ▪ Generated | ▪ Proliferated |
| ▪ Intensified | ▪ Recaptured |
| ▪ Leveraged | ▪ Regained |
| ▪ Masterminded | ▪ Rejuvenated |

Refer to your synonym feature in Microsoft Word or to www.thesaurus.com for more options.

I'd like to share with you some additional guidelines to keep in mind when playing up your accomplishments:

1. If possible, use present/active tense, not passive tense. The result will be that you accomplishments sound stronger.
2. Use adjectives and adverbs as little as possible.
3. When using nouns, make sure they are as specific and descriptive as possible.
4. Always pick the larger but still believable number. For example, if you have a choice between \$5,000 and 25%, use 25%.
5. This is so important that it bears emphasis: **USE NUMBERS**, actual numbers, \$ signs, and % signs. The human eye is visually drawn, by instinct, into that area of the paper. Quantify your accomplishments whenever possible.
6. Proofread all your verbs and nouns for agreement, tense, and correct usage.

Your accomplishments will fall into one of two categories. They will be either process-oriented or project-oriented.

Process-oriented accomplishments show how you have successfully managed a problematic situation over a period of time. They indicate that you are used to facilitating stable situations and systems. By highlighting them, you are communicating your ability to solve problems for your prospective employer.

Project-oriented accomplishments, on the other hand, show that you are the type of individual who will get projects done. They indicate that you can solve any problems that arise in projects that are assigned to you. Such accomplishments will communicate the problems you were faced with, your solutions to those problems, and the overall impact. They will also emphasize the solutions to those particular situations and how those resolutions impacted the organization. This is similar to a SAR (Situation, Action, and Result) interviewing question and answer, in this case on your resume.

Nuts and Bolts

Now that we've covered the basics, let's get down to some of the nuts and bolts of creating a powerful resume.

You should take the time to create three to four accomplishments for each job you've held throughout your career. Complete this same process for any volunteer activities you've been involved in. Save this document as a research file. Later, you will draw off it when creating your customized resumes. Label your document "ALL Accomplishments."

This file will become your resource library. You will consult it not only in devising your customized resumes but also for your cover letters, follow-up letters, and informational interviews.

Remember that the goal here is to create a powerful resume that will compel people to contact you for an interview. That's when the process has really started!

Summary Section

Try using a “Summary” section at the top of your resume. This opening strategy is a great way to try and “position” yourself. Here is where you can show your prospective employers why you’re different from all the other candidates. It’s here where you showcase your abilities, experience, and personality.

Customize this area for your different target companies. One good way of doing this is to underline and bold the sections you want readers to focus on. Then in your resume, you can also underline and bold the sections that apply to the points you lured them to in your “Summary.”

In your “Summary,” highlight the skills and qualities you’ve uncovered in your research that the company is specifically seeking. Here is where you position yourself and reveal to your prospective employers the most important things you want them to know about you.

19 Secrets to a Powerful Resume

1. For the most part, focus on the last 10 to 15 years of employment.
2. In this current job market, avoid using a “Job Objective” section. Currently, the odds are that it will be used to screen you out as opposed to escorting you in.
3. Consider changing your past job titles if they do not truly represent what you were doing. Use the more traditional titles currently being used in the marketplace for your areas of expertise. Generally speaking, a title that was unique to one organization but is not recognized by the overall market could be screening you out of the hiring process.
4. Include a Summary Statement. This is where you differentiate yourself from the other candidates who are

applying for the same position. Consider underlining or bolding the most important phrases here to easily get your message noticed by the reader.

5. After creating a list of about seven to eight accomplishments per job, go back and rank them in order of strength. Create an “A” group for those achievements where you contributed a lot to the company, a “B” group for those where, quantitatively speaking, you did not contribute quite as much, and a “C” group for those activities that were required of you but were not as critical to your employer’s success. This last group could also include results you started to achieve but did not get a chance to see through to completion prior to leaving the organization you were working for.
6. Keep some of your accomplishments general in nature. This approach will help the reader of your resume easily transfer and apply your message to his or her organization. You do not want your accomplishments to be so company- or industry-specific that they become too niche-oriented to the non-competing and non-industry jobs you are considering.
7. Keep your accomplishments brief and specific. Whenever possible, make sure you communicate their financial impact in terms of concrete dollars, numbers, or percent. The human eye is always pulled to seeing quantifiable symbols (e.g., \$, #, or %). Make your achievements quantitative whenever possible.
8. Put the quantifiable information at the beginning of the bullet rather than in the middle or at the end.
9. Stack your most impressive quantifiable accomplishments at the top of the list.

10. Tell the reader how you saved your employer money, increased the company's market share, improved corporate productivity, resolved problems, created solutions, attained something for the first time, made life easier, etc. Specify how you impacted the business's bottom line!
11. Make sure the reader of your resume can see how you recognized an opportunity or problem and then acted to solve it. Organizations are looking for problem solvers, particularly in this economy. Focus on results (i.e., what effect did your actions have in your past organization).
12. Another way to look at creating your accomplishment bullets is with this equation: Responsibilities + Situation + Action = Results.
13. Keep in mind, the more details you supply the more powerful your resume will be (provided you do not ramble on with an excessive amount of details).
14. Go with a **results**-oriented resume. It is always more powerful than one that addresses only responsibilities.
15. Keep it simple and straightforward. Less is more. In particular, less narrative is more powerful. Think of it as a first date; you want to whet the hiring authorities' appetite for what's to come. You don't want to tell or show them everything in your first correspondence. Treat it as you would a "first date."
16. Do not bog down your reader with jargon and abbreviations that are unique to your industry and that they may not understand. That is one of the fastest ways to get screened out of a potential job.
17. Your resume must be easy to scan. Pick 15 to 20 keywords or phrases for your job expertise and industry

and incorporate them into your resume in a way that they're easy to scan.

18. Make sure you start the top of page 2 with something important. If someone goes to the second page, they will start at the top.
19. Always use accurate information. Do not grossly misrepresent your personal or professional information.

5 Special Resume Tips for the "Over 45" Crowd

The goal is to have the movers and shakers who are reading your resume focus on your accomplishments and what you bring to the party. You don't want them to get hung up on your age.

To ensure that doesn't happen, follow this advice:

1. In some cases, it would be advisable to remove any age-specific references from your resume. A good example of this is to leave off the year of your college graduation under "Education." Instead, just list the name of the school and your major (assuming it is applicable to the job you are applying for).
2. Consider removing your work history prior to 1990 or so. The only time you should ignore this advice is when something you accomplished a long time ago is particularly relevant to the specific job you are applying for now (e.g., competitive product background).
3. Be careful how you word your professional tenure. Instead of saying, ". . . 25 years in the industry," you could say, ". . . with over 15 years of experience."
4. Whenever possible, use names of companies that still exist or use their new name [e.g., GE Lamp (old), versus GE Lighting (current)]. Also, use your former employer's current company name if that company was bought or sold in the past.

5. Make sure you highlight any new skills you've acquired, particularly in the high-tech area.

Overall Recap

Initially, spend most of your time building your accomplishment list. Then focus on creating a quality "Summary" that will successfully position you for the type of job you want to interview for. At the same time, differentiate yourself from the other job candidates who are vying for the same position.

Set a timer for 10 seconds and conduct a mock pre-interview with a friend. When the timer goes off, have your friend tell you what they know about you and your professional background based on reading/scanning your resume for 10 to 15 seconds.

If you are not happy with their answer, look at your resume and try to figure out where your message is breaking down.

Bear in mind that 90% of people finding jobs are currently succeeding through networking. Keep working on your list of 200 target companies. In your research, you will uncover what traits and qualities they are looking for in an employee. That is precisely the information you need to customize in your resume, cover letters, and follow-up letters to them.

Remember in your initial contact with a company to send a two-page customized resume that is detailed but brief. You want to entice the hiring authority into asking for additional information. That will necessitate him or her having to reach out to you to set up an interview.

Save your long, full resume for your second face-to-face interview. After you have completed your first interview, you will have a better idea of how to customize your resume to address the company's specific needs.

This is Marketing 101. Remember that you are the product. Keep doing this method over and over for every target company, and before you know it, you'll have sold yourself.

Before I close this chapter, I would like to leave you with a thought for today . . .

Capitalize on Your Strengths

Thomas Alva Edison was almost deaf. But he didn't waste valuable time trying to teach himself to hear. Instead, he concentrated on the things he did best: thinking, organizing, and creating. And he became great because of it.

—Anonymous

Remember to focus on your strengths. If you have them but the reader cannot understand or see them clearly on your resume, then you will not get the desired results from him or her. You will not make it to first base, never mind home plate!

You must communicate and position yourself as the strong, successful person you are. Hiring authorities need to know and appreciate that you are the best person to improve their organization!

Job Search Expert Action Plan:

- 1 To view some templates of different styles of resumes, visit www.office.microsoft.com/en-us/templates/CT010104337.aspx.
 - 2 Download various templates that you find online and like. Print your favorite ones and put them in your Job Search Expert Binder for Chapter 3: “Resumes.”
 - 3 Read over your Bonus Material for this chapter, “Secrets to a Powerful Resume: Accomplishments,” three times. Highlight the information in this document you plan to use to help strengthen your resume.
-

APPENDIX |

Game Plan: How to Succeed with Your Job Search in This New Economy

The person who succeeds is not the one who holds back, fearing failure, nor the one who never fails . . . but rather the one who moves on in spite of failure.

—CHARLES SWINDOLL

I KNOW THIS CURRENT LABOR MARKET is the most challenging one you have ever been involved in while looking for a job. Because of this tendency, it will take more motivation and strength of heart to succeed than it would in a more robust economy.

The key to your success is to know your goal, keep a positive mindset, and never ease up on your intense commitment to landing that next great job!

Follow my Job Search Success System™ as outlined in the book and you'll achieve that success!

1. Have a good, solid core belief in yourself and your end goal.

2. Create strong customized, accomplishment-oriented resumes and letters for each specific job and interview you are responding to.
3. Create and constantly update your target company list.
4. Cultivate a strong networking base that you stay in touch with and also keep updated on your job search. Remember once you land a job to also stay in contact with your network on a fairly regular basis. Also remember to be genuine and real at all times.
5. Work on constantly updating and adding to your hidden market company list. This is the list you will use with your informational interviews and broadcast letters.
6. Continue to improve your target company, networking, and hidden market company lists on a consistent basis. It is from these lists that you build your pipelines for your job search leads.
7. Prepare in advance for every interview in terms of customized resumes, letters, company research, and interview questions.
8. Confirm that you are well-versed and comfortable with the strength of your answers for the hypothetical interview questions you have practiced prior to each new interview.
9. Remember to be *meticulous* with all your follow-up and follow-through following all conversations and meetings regarding your job search.
10. Do not stop or slow down on any of these steps in your Job Search Success System. Keep your pipeline full and keep working that pipeline.

Remember your job search is not over until you have a physical offer in hand and have accepted and started your new job.

Most job seekers slack off when:

1. They get discouraged, rejected, and turned down.
2. They think they are close to an offer.

You never want to slow down the process of filling your pipeline until 30 days after you are on the job and you know everything is working out.

The system I have shared with you in this book is a tried and true system that has worked for many, many people, just like you, whom I have helped over the years.

The Job Search Success System™ I have shared with you in this book is a new system I have specifically customized to increase results for you in this new economy.

In this book, if you follow this system, you will have learned how to differentiate yourself from the crowd and how to find the job leads where there is no “crowd.”

Trust yourself and trust the system. I know it will work for you. It has worked for everyone I have shared it with who has been truly committed to success in their job search.

I know you too will succeed if you are truly committed. I believe in you!

I wish you the best of everything, achievement of all the success you want, and happiness for you and your family.

Blessings,

Eleanor

The Executive Job Search Expert™

APPENDIX II

Job Search Success Bonus Materials and Additional Bonus Resources

Extra Special Bonus Materials Only for Book Readers

THIS MATERIAL IS KEY TO YOU, the reader, succeeding faster in your job search than those who are not reading this book. Following is a series of Bonus Materials specially designed to assist those of you who are truly committed to succeeding in your job search! I am now sharing some of my “tricks of the trade” with you.

Congratulations on taking the next step forward in transforming your job search and taking the game up a notch!

I look forward to working with you and personally helping you with your job search.

It is an honor to serve you and be part of your job search success.

Warmly,

Eleanor

Eleanor Anne Sweet

The Executive Job Search Expert™

Additional Job Search Expert Resources

Visit my website for additional information:

www.TheJobSearchExperts.com

This website is designed for you, the job seeker who is actively looking for new employment or soon to be looking for a new position. This site offers expert job search informational-based resources, products, and coaching programs to assist you with your job search.

Go to www.TheJobSearchExperts.com to register for our free gift. You can also sign up for future email invitations to our special job search expert events and to receive helpful tips.



Specifically for Consumer Products Executives:

www.TheRemingtonGroup.com

The Remington Group is an executive-retained search firm specializing in placing consumer products executives both nationally and internationally. Your resume is never presented to any of our clients unless we contact you first and receive your permission directly.

Send your confidential resumes to: sweet@TheRemingtonGroup.com.



www.ConsumerCareerSearch.com

The Consumer Career Search is a web-posting site designed specifically for consumer products manufacturers to post positions directly. It provides consumer product executives with the ability to apply directly to these openings once they are registered in our private database, which is not publically mined.

To create your confidential “Private Profile” for future postings, go to “sign up”: www.consumercareersearch.com/Candidates.aspx.

Alternatively, go directly to: www.consumercareersearch.com/Candidate_SignUp.aspx.



www.GreatInterviewQuestionsBlog.com

The Great Interview Blog does just what it says. It offers great interview questions and suggested answers to assist you in maximizing your interview process with the hiring executive. Here you will find great tips, advice, and strategies to help you become stronger as an effective interviewer. As a result, you will rise to the next level in the job search process!

Go to www.GreatInterviewQuestionsBlog.com to register for you free gift. You can also sign up for future email mailings containing great interview question tips.

Also plan to visit my latest web site:



www.AskTheJobSearchExpert.com

Submit to me directly your single most pressing question you have regarding how to succeed in your job search, and I will email you back your answer. You will automatically be registered for my mailing list for future monthly open live Q&A sessions.

Feel free to connect with me on LinkedIn at:



www.linkedin.com/in/eleanorannesweet

APPENDIX III

Special Advice for Success Oriented Executives

Executive Job Search Success

JOB SEARCH EXPERT ADVICE for the truly motivated, success oriented and ambitious executive . . .

Take your job search to the next level . . .

Time to notch up the game!

Learn more about our popular Job Search Success System Coaching, where I personally take you under my wing and work with you one-on-one to implement all the tools included in this course.

In this powerful online course, complete with live training sessions, you'll discover easy-to-implement strategies that will help you get where you need to go to land that next great job!

Research has shown that when a job seeker is part of a coaching program, they achieve faster results in landing that next great job. Be part of a team!

Go to:



www.TheJobSearchExperts.com

I personally look forward to “meeting” you as a member of one of our coaching programs on my live calls and helping you transform your job search results!

Start your engine,

Eleanor Anne Sweet

The Executive Job Search Expert™

P.S.

You can reach me at sweet@executivejobsearchexpert.com or 847-304-4500 for details on our other coaching programs, to discover which one will serve your current needs best.

ABOUT THE AUTHOR

ELEANOR ANNE SWEET, “The Executive Job Search Expert,” is a 23-year veteran of over 587 executive search projects with a 99.8% success rate. She has studied success and leadership and its effect on organizations ranging from privately held firms to major Fortune 500 corporations. She has spent the majority of her professional career helping the best and brightest consumer products executive professionals in America find great companies to work for both domestically and internationally.

Eleanor has been quoted in the *Wall Street Journal* in addition to major trade journals and other leading publications. She has authored *Instant Job Leads #1* and *Job Search New Career Ideas*.

Eleanor Anne Sweet has an MBA (EMP) from Kellogg Graduate School of Management at Northwestern University. She received her undergraduate degree from Boston College with a B.S. in Marketing.

Eleanor started her professional career with GE Lighting and Salton in a marketing and sales management capacity.

She is also the President and owner of The Remington Group, a retained executive search firm that has specialized in placing consumer products executives nationally and internationally since 1987.

In addition, she is the founder of www.ConsumerCareerSearch.com, the first job posting website exclusively designed for the

consumer products industry. Consumer Career Search was launched in March 2006.

www.ConsumerCareerSearch.com was designed as an easy-to-use, internet-based human resource tool for those consumer products companies that would prefer to post their career positions before committing to a traditional customized search.

In February 2010, she launched the website www.TheJobSearchExperts.com, which is specifically designed for the executive job seeker who is looking for professional tools and support to assist and accelerate their job search process.

Visit www.ExecutiveJobSearchExpert.com for six-figure executives, launched in October 2012. With our newest website, we are excited to be able to provide special six-figure executive search products and support to those executives who are seeking new executive management positions in the near future and prefer a faster, more efficient executive job search process and results!

On a personal note, Eleanor was unemployed twice and understands the challenges of a job search firsthand! In addition, her husband became unemployed in this new economy.

Eleanor was born and raised in the greater Cleveland, Ohio area. She is 100% “Made in America.” She resides in the Northwest suburbs of Chicago with her husband, daughter, son, and three cats.

To find out more about Eleanor’s workshops, training, coaching, books, and audio training programs, or to inquire about her availability as a speaker or trainer, you can contact her office at:

Executive Job Search Expert.com
200 Applebee Street, Suite 213
Barrington, Il 60010
Phone: 847-304-4500 • fax: 847-304-4505
sweet@ExecutiveJobSearchExpert.com
www.ExecutiveJobSearchExpert.com
The Expert in Executive Job Search Solutions.™

PS—It is all about helping . . .

I personally have always felt that we are all in this world to help each other in one way or another. I hope that my book has helped transform your job search and you are on the way to landing that next great job you are looking for.

In the spirit of supporting those in need, I have selected the American Cancer Society to receive a portion of the profits that are generated from the sale of this book, *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy*.

Many of us have lost a loved one to cancer. I lost my own father, Ray Elias in six months to Acute Myeloid Leukemia (AML).

I have been personally involved helping my local American Cancer Society group and Relay for Life. It is a great and rewarding experience.

Join the fight against cancer by donating today to the American Cancer Society.

It is all about “Celebrating More Birthdays.”

American Cancer Society—The Official Sponsor of Birthdays®

If you would like to help support the American Cancer Society, you can send a tax deductible contribution to:

American Cancer Society
P.O.Box 22538
Oklahoma City, OK 73123-1538

Make checks payable to “American Cancer Society.”

If you prefer you can make your donation directly over the phone at 1-800-227-2345.

I appreciate you joining me in making a difference with finding a cure for cancer.

Thank you for helping more people “Celebrate Birthdays.”

Warmly,
Eleanor Anne Sweet

Additional Executive Resume Notes

Additional Executive Resume Notes

Additional Executive Resume Notes

See what the experts are saying about *The NEW Rules of Job Search—How to Land an Executive Job in the New Economy*

“This wonderful book shows you how to find and get the job you want, saving you hundreds of hours and thousands of dollars of lost income.”

—Brian Tracy, author, *Earn What You're Really Worth*

“Eleanor is a breath of fresh air, with a straightforward, no-nonsense approach on how to REALLY land a job in the New Economy with her easy “Job Search Success System”. The book gives a very clear road map on techniques and tools she has used professionally for the past 23 years, to uncover hidden positions in the marketplace.”

—Mark Victor Hansen, coauthor, *Mastering the Art of Success*, and coauthor of *Chicken Soup for the Soul: Think Positive*.

“If you have been sending out resumes and are discouraged with the sad results, then this book is for you. Here are new and innovative ways to turbo-charge your job search and put yourself ahead of all the others competing for those same interviews. Follow Eleanor’s “Job Search Success System” and you will start to see the positive results you want.”

—Rita Emmett, author of *The Procrastinator's Handbook*

“If you want something that’s difficult to find, my motto is, research for a highly respected expert to help you. Finding an executive position in a tough economy is not easy. Eleanor Anne Sweet is the expert you need to give you peace of mind and a new opportunity. Focus on her success system. It works!”

—Les Hewitt, bestselling author, *The Power of Focus*

“What you will find here is a simple-to-follow, well-endorsed and straightforward guide to improving your job search. The idea to write this book came from people I’ve helped; I am happy to dedicate this book to their success and trust.”

—Eleanor Anne Sweet, author, *The NEW Rules of Job Search—
How to Land an Executive Job in the New Economy*

For over 19 years, Eleanor Anne Sweet, the Executive Job Search Expert™, has been working with the nation’s brightest and best executives, landing them their next great job! She is President of The Remington Group, a retained executive search firm specializing in placing executives nationally and internationally. She also founded and created ConsumerCareerSearch.com, AskTheJobSearchExpert.com and TheJobSearchExperts.com. Eleanor has an undergraduate degree from Boston College and a MBA from Northwestern University, Kellogg School of Management. She resides in the greater Chicago, area. For more executive job search resources and advice, visit www.TheJobSearchExperts.com.

PS: When you purchase this book, you will be receiving some gifts of great “insider” bonus material. Start getting your job search back on track and moving forward . . . TODAY!



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