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101

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BEST

RESUMES

JAY A. BLOCK & MICHAEL BETRUS

# 101 More Best Resumes

**JAY A. BLOCK, CPRW**  
**MICHAEL BETRUS, CPRW**

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## 101 More Best Resumes

OTHER BOOKS BY JAY A. BLOCK AND MICHAEL BETRUS

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*101 Best Resumes*

*101 Best Cover Letters*

# Acknowledgments

We would like to thank all the members of PARW who collectively have raised the bar of excellence in the area of resume writing and job coaching. Their contributions have made it possible for more people around the globe to find passion and purpose in their work.

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MICHAEL BETRUS

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# Contributors

|  | <i>Pages That Resumes Appear on</i>     |
|--|---|
| <b>Alesia Benedict, CPRW</b><br>Career Objectives<br>151 W. Passaic Street, Rochelle Park, NJ 07662<br>(800) 206-5353, Careerobj@aol.com                               | 79, 80, 116, 129, 141, 145, 172, 186    |
| <b>Liz Benusak, CPRW</b><br>Bi-Coastal Resumes, Inc.<br>15 North Mill Street, Nyack, NY 10960<br>(800) 813-1643, Bi-coastal@prodigy.net                                | 74, 85, 86, 91, 109, 118, 182           |
| <b>Jerry Bills, PhD, IJCTC, CPRW</b><br>The Resume Center<br>115 North Union Boulevard, Colorado Springs, CO 80909<br>(888) 632-9050, jbillsphd@aol.com                | 66, 146, 153, 166, 170, 188, 191        |
| <b>Paula Brandt, CPRW</b><br>The Resume Lady and Associates<br>228 Donner Avenue, Monessen, PA 15062<br>(724) 684-4443, wewrite@resumelady.com                         | 88, 90, 92, 122, 133, 144, 158, 171     |
| <b>Barbie Dallmann, CPRW</b><br>Happy Fingers Word Processing & Resume Service<br>1205 Wilkie Drive, Charleston, WV 25314-1726<br>(304) 345-4495, BarbieDa@wvinter.net | 152                                     |
| <b>Darby Deihl, CPRW</b><br>D'Scribe Resumes<br>The Colonnade, Suite 300, Arapaho and Dallas Parkway, Dallas, TX 75074<br>(972) 556-1945, Dscribe1@aol.com             | 75, 126, 129, 148, 180, 190             |
| <b>Jonathan Evans</b><br>Career Support Services<br>15 N. Pleasant Street, Amherst, MA 01002-1714<br>jevans@crocker.com  | 128                                     |
| <b>Jan Melnick, CPRW</b><br>The Absolute Advantage<br>PO Box 718, Durham, CT 06422<br>(860) 349-0256, CompSPJan@aol.com  | 63, 67, 70, 96, 113, 114, 157, 161, 183 |



- Walter R. Schuette, IJCTC, CPRW** 68, 82, 111, 138, 147, 173  
 The Village WordSmith  
 931 S. Mission Road, Suite B, Fallbrook, CA 92028  
 (800) 200-1884—Office, wschuette@aol.com
- Becky Stokes, CPRW** 62, 97, 154, 164, 174, 175, 177, 187  
 The Advantage  
 1330 Walnut Hollow Road, Lynchburg, VA 24503  
 (800) 922-5353, Advresume@aol.com
- John A. Suarez, CPRW** 69, 72, 78, 84, 104, 132, 136, 156, 167  
 Executive Career Fitness  
 519 Nottingham, Troy, IL 62294  
 (888) 521-3483, Jasuarez@aol.com
- Deborah Wile Dib, CPRW, NCRW** 64, 76, 102, 124, 134, 163, 169, 179, 192  
 Advantage Resumes of New York  
 77 Buffalo Avenue, Medford, NY 11763  
 (516) 475-8513, Gethired@advantageresumes.com

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# 1

## How to Use This Guide

Welcome to our second resume book. Our first resume book, *101 Best Resumes*, has been such a huge success that we have brought you this new installment in the series, along with *101 Best Cover Letters*. These books are very benefits intensive. Many books on the market have comparable inventories of resumes, but the resumes here, created by members of the Professional Association of Resume Writers and us, are more updated with the latest trends as well as classic layouts.

This book reviews the key structures of a successful resume, as well as offering new insights into the impact the Internet has had on resumes and tips on e-mailing your resume. We also present 101 new cutting-edge resumes, 10 new cover letters, and new tips on getting that dream position.

The largest portion of the book is dedicated to showcasing the best resumes that members of the Professional Association of Resume Writers have created for their clients. Every resume has been produced by a Certified Professional Resume Writer and was actually used by a client.

We have done enough research on this subject to know that most people buy a book like this for the sample resumes it provides, and the instruction that accompanies them may or may not be read. So, if you choose not to read the guidelines we have set forth, please consider the following tips in using the book:

- Even if a particular sample resume is not in your area of expertise, we feel you will benefit by looking it over anyway. It may include an appealing for-

mat or approach you will like. For example, many different headlines and title styles are sampled.

- Take a good look at the boxes of hints given on the resumes. We've tried to make it easy for you to see the strategies the Certified Professional Resume Writer used in designing those resumes.
- Notice the relaxed writing style in the cover letters. Try not to write in too stiff or formal a manner.

Again, look at the many sample resumes provided by the Certified Professional Resume Writers. Whatever you do for a living, you should still look at the formats of **all** the resumes for ideas on layouts, different ways of writing, and the impact of including graphics and clip art in your resume. The resumes also exemplify a variety of ways that people have utilized the "Five P's" you will learn about in Chapter 6.

# 2

## How Will You Find That Dream Position?

There are several primary sources of job leads:

- Networking
- Contacting companies directly
- Classified advertisements
- Executive recruiters and employment agencies
- On-line services

Other sources include trade journals, job fairs, college placement offices, and state employment offices. One of the most difficult tasks in life is securing work and planning a career. A career is important to everyone, so you must create a plan of action utilizing more than one of the career design strategies at the same time.

## **25 UNCONVENTIONAL TECHNIQUES FOR UNCOVERING AND SECURING NEW OPPORTUNITIES**

1. If you see a classified ad that sounds really good for you but only lists a fax number and no company name, try to figure out the company by trying similar numbers. For example, if the fax number is 555-4589, try 555-4500 or 555-4000. Get the company name and contact person so you can send a more personalized letter and resume.
2. Send your resume in a Priority Mail envelope for the serious prospects. It only costs \$3 but your resume will stand out and get you noticed.
3. Check the targeted company's Web site; they may have job postings there that others without computer access haven't seen.
4. If you see a classified ad for a good prospective company but a different position, contact the company anyway. If they are new in town (or even if they're not), they may have other, non-advertised openings.
5. Always have a personalized card with you in case you meet a good networking or employment prospect.
6. Always have a quick personal briefing rehearsed in case you meet someone who could be helpful in your job search.
7. Network in non-work environments, such as a happy hour bar (a great opportunity to network) or an airport.
8. Network with your college alumni office. Many college graduates list their current employers with that office, and they may be good sources of leads, even out of state.
9. Most newspapers list all the new companies that have applied for business licenses. Check that section and contact the ones that appear appealing to you.
10. Call your attorney and accountant and ask them if they can refer you to any companies or business contacts; perhaps they have good business relationships that may be good for you to leverage.
11. Contact the Chamber of Commerce for information on new companies moving into the local area.
12. Don't give up if you've had just one rejection from a company you are targeting. You shouldn't feel you have truly contacted that company until you have contacted at least three different people there.
13. Join networking clubs and associations that will expose you to new business contacts.
14. Ask your stockbroker for tips on which companies are fast-growing and good companies to grow with.
15. Make a list of everyone you know and use them all as network sources.
16. Put an endorsement portfolio together and mail it out with targeted resumes.
17. Employ the hiring proposal strategy.
18. Post your resume on the Internet, selecting news groups and bulletin boards that will readily accept it and that match your industry and discipline.
19. Don't forget to demonstrate passion and enthusiasm when you are meeting with people, interviewing with them, and networking through them.
20. Look at your industry's trade journals. Nearly all industries and disciplines have multiple journals, and most journals have an advertising section in the back that lists potential openings with companies and re-



cruiters. This is a great resource in today's low unemployment environment.

21. Visit a job fair. There won't be managerial positions recruited for but there will be many companies present, and you may discover a hot lead. If companies are recruiting in general, you should contact them directly for a possible fit.
22. Don't overlook employment agencies. They may seem like a weak possibility, but they may uncover a hidden opportunity or serve as sources to network through.
23. Look for companies that are promoting their products using a lot of advertising. Sales are probably going well and they may be good hiring targets for you.
24. Call a prospective company and simply ask who their recruiting firm is. If they have one they'll tell you, and then you can contact that firm to get in the door.
25. Contact every recruiter in town. Befriend them and use them as networking sources if possible. Always thank them, to the point of sending them a small gift for helping you out. This will pay off in dividends in the future. Recruiters are always good contacts.

## NETWORKING

Without question, the most common way people find out about and obtain new positions is through networking. Networking is *people connecting*, and when you connect with people you begin to assemble your network. Once your network is in place, you will continue to make new contacts and communicate with established members. People in your network will provide advice, information, and support in helping you to achieve your career goals and aspirations.

Networking accounts for up to 70 percent of the new opportunities uncovered. So what is networking? Many people assume they should call all the people they know, personally and professionally, and ask if they know of any companies that are hiring. A successful networker's approach is different.

A successful networker starts by listing as many names as possible on a sheet of paper. These can include family, relatives, friends, coworkers and managers (past and present), other industry contacts, and anyone else you know. The next step is to formulate a networking presentation. Keep in mind it need not address potential openings. In networking the aim is to call your contacts to ask for career or industry advice. The point is, you're now positioning yourself not as a desperate job hunter but as a *researcher*.

It is unrealistic to ask people for advice like this:

*Mark, thanks for taking some time to talk with me. My company is likely to lay people off next month and I was wondering if your company had any openings or if you know of any.*

This person hasn't told Mark what he or she does, has experience in, or wants to do. Mark is likely to respond with, "No, but I'll keep you in mind should I hear of anything." What do you think the odds are that Mark will contact this person again?

A better approach is to ask for personal or industry advice and work on developing the networking web: