



Creating Resume Content that Sells

The whole purpose of a resume is to basically make a sales pitch. But instead of socks, vacuums, or clothes, the only thing you are trying to sell is YOU. Therefore, its important to make sure what written about you in your resume attracts potential employers.

You can do this is a few ways:

Choose statements that present you as more qualified and holding a higher skill set. You want to make sure the image of you is elevated as high as possible. So instead of saying sold a variety of products door to door” when describing your sales position, why not say, “Brought in over \$50,000 in revenue through adept salesmanship”? See the difference?

Using “Power” Words. Along with the first way to best sell yourself this is all about controlling the image employers will develop when they look at your resume. “Power Words” are basically verbs or key words that match the level of position you are looking to achieve. If you’re looking for a management position, you should try to use as many management-oriented words as you can. If you assigned work or kept track of the interns, you have the right to say “supervised and trained incoming interns” and “directed work flow.” This shows employers instantly that you are capable of management.

About Resume Doctors

Resume Doctors offers job seekers the solution to the first impression problem, a full service resume re-writing service at affordable pricing.

The team of professionals with Resume Doctors have extensive backgrounds in recruitment, giving them experience in reviewing resumes in all economic climates, both good and bad. So, they know what employers are looking for and assist job seekers in developing a powerful resume that will land interviews with potential employers. Visit our website today - www.resumedoctors.com.au



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