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Module 3, Lesson 3 Transcript

Hello, and welcome to the your Robo résumé Lesson. By the end of this lesson, you will have a great MASTER Résumé that promotes your strengths to the robot, called the Applicant Tracking System, to a recruiter, hiring manager and your network!

My name is Dana Manciangli, and I'm honored to share with you four key things in this short video. One, what a résumé is and isn't. Two, what makes a résumé great? Three, the anatomy of a résumé. Finally, what is in the lesson materials below?

Folks, résumés are important, but they're not the only tool. But we've got your back, because this résumé is going to work for all audiences that are very important to your career success. Two of them are people, human beings, the hiring manager being the most important, the decision maker, the recruiter who helps the process and influences it, and then the third is an inanimate object, and that is a robot. There's a company robot, and LinkedIn is a robot. I'll describe both.

Now, caution. I want you to avoid résumé-itis. Yes. It's a common disease that afflicts most job seekers. It sounds like this. "Oh. I need a great résumé, and then I'll get a job. The only thing I need is a résumé," or, "I'm not getting a job, because there must be something wrong with my résumé." All those statements are false. Now, absolutely, résumés are very important, and they're a tool to sell yourself to the buyer. Remember that triangle? The buyer consists of the hiring manager, the recruiter, and even a robot. Also, résumés do lead to a great LinkedIn profile. Three, when you do a great job on your résumé, you'll be more prepared for your interviews. However, caution. Resumés do not make or break your ability to get a job. Résumés do not do a great job telling your story. Finally, they don't get read by most recruiters. So, we've built a résumé that will at least grab their attention from the very top.



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Moving right into the second section. What makes a résumé great?

There are three main principles of résumé excellence that we've incorporated in our template for you. Number one, searchability. We want you to have the right words in your résumé, so it's optimized to be found by the robot, by the algorithms on company websites and the algorithm on LinkedIn. Number two, it needs to be easy to read. It needs to be well formatted, have white space, and formatted for both online and print. Finally, it needs to have numbers, numeric proof of your results and your successes.

I'm going to dive into number one, because it's the most important for you today.

Searchability. A searchable résumé is key. I want you to know the technology that's going on today, because each of you may be the best person for your specific job, but your résumé needs to have the right content, so it stands out with today's technology. Here are five examples of where technology plays a key role. If you post your résumé on job boards for either a specific job or just to be there, that's in a résumé database. The employer database is called an applicant tracking system, or ATS. It also requires you to have the great words in there... keywords. Number three, employer email systems. And, of course, LinkedIn. We want you to be found by recruiters. Recruiters are sourcing for a job. We want them to find you. Of course, web search engines.

Now, the third part of this lesson is the anatomy of a résumé. Let's break it down into a top, middle, and bottom. Now, the résumé top includes not only your header, but the summary, the all-important summary. Each of you will have one. It allows you to put big messages on there, to share more about your personal brand, to be a great at a glance for the reader. It is all future focused. It is not describing your past, and it should have a wow factor at the end of your summary. The résumé middle, on the other hand, is the most traditional part of a résumé, yet we're going to assure that your middle has relevant skills, it has results, it has applicable experiences to the future job that you're going to be applying to, and it will summarize all of



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your professional experiences at a glance.

Now, the résumé bottom will allow you to put additional information. The information you put down there needs to be important and relevant, so you may be removing some things that are on your old résumé today.

I know I keep mentioning LinkedIn, even though this lesson is about résumés. That's because you can see a résumé on the left and a LinkedIn profile on the right. Look at that. They follow the same principles. If LinkedIn does it, we want you to follow the same structure on your résumé. The résumé on LinkedIn top serves the same purpose. The LinkedIn middle is all about your experiences. Then the LinkedIn bottom gives you additional room to put that additional information. So, you can see where we're headed. We're going to do your résumé first, and then you'll pop it right into having a great LinkedIn profile.

Now, I want to spend a little bit more time on LinkedIn by breaking down that little image from a left to right, showing you in greater detail that there is a room for those big messages in a summary section on LinkedIn. Then the middle has a great experience section, and there's a LinkedIn bottom at the right. Thank you for Dibendra for giving us permission. He is currently working at Panasonic after taking the full Job Search Master Class®.

The fourth and final section of this lesson is to describe what's in the most important part of this résumé lesson, which are the materials down below this video.

Let's start at the top again. In your résumé lesson and handouts down below in the lesson, you will get a great understanding of how to write your résumé. There will be samples for you and so much more.

Here is a picture of the worksheet that will describe what a summary section is, what kind of



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things you put in there, and what kind of things you don't put in there. This way you'll be able to start your first draft résumé by writing your summary first and then moving down to the middle.

Now, for the middle. It is so important that you re-write your old resume into this format.

First, notice the order of the top line: Company Name, Title, City, State. Notice the formal date structure right-justified. Now the most critical part. Too many resumes read more like job description duties vs. resume-worthy. So I built this sentence structure to PUNCH the reader between the eyes with the transferable skills you have for THEIR job. After the bold skill word, follow this sentence structure for success. Not all rows will have a result, but try as best you can!

After you complete this lesson, you're going to write your very best first draft and know that this resume template will coach you through it. Pay close attention to every detail from top to bottom! Please do not try to take your old resume and adjust it to the new format. Start fresh and re-think your entire positioning.

Career-changers and job seekers, we deeply understand your unique challenges, and frustration resulting from rejection. To help you move forward from past the negatives, we have built special tools to help you in a very unique way. There are many important insights below this video, in addition to your Robo Resume template. Please study each one.

Are you ready??? YES, let's go!

- First, do the absolute best job you can on your MASTER resume. Proof, proof, proof!
- After your master résumé is complete and marked master by your résumé reviewers,
- you're going to then copy and paste it into LinkedIn.
- Finally, when you start applying, I encourage you to customize your summary section for
- each application.

So, file your resume master in a MASTER folder. Then as you customize your résumé for



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each application, save each one under a different file name.

You are all set, and we know you won't believe the difference from any other resume you have done in the past. More importantly, we believe you will WIN more interviews on the way to job offers.

We thank you so much for your hard work in this Robo-Resume lesson. We hope you consider mastering the rest of your job search by enrolling in Job Search Master Class®

I'm going to leave you with a word of caution. Avoid Resume-I-TIS!

- A resume alone won't get you a great position, and a resume alone will not prevent you from a great position, either.
- You need to add this to your arsenal of job search skills.
- Other important ones are
 - Researching your future job's key words
 - A cover letter and better application
 - Networking to get interviews
 - ...and how to negotiate your offers!

Simply learn and register for it on DanaManciagli.com and have a great RESUME Day!

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