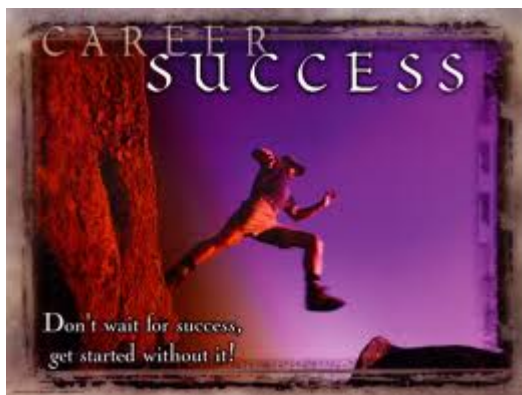


# Resume Writing Career Quicktip & More:)

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Irene Becker [www.justcoachit.com](http://www.justcoachit.com)

Click here for a Career Satisfaction Audit...and now the Resume Quick Tip...



Your Resume and Marketing Materials must mirror:

**Awareness:** Knowing YOU exist

**Affinity:** Positive feelings, trust

**Understanding:** Appealing to the intellect

**Value:** Convincing the reader YOU provide value

Remember Your Resume and marketing materials must have Emotional Impact, Consistency and Time (Enabling the reader to understand your brand, your value to the organization in a few seconds.

Where is the more? Right here! Click here to learn about the 3 R's of resume writing

## AND EVEN MORE:) Ten Irrefutable Laws of Successful Job Interviewing

Is there more?... yes, browse Q blog, lots more here, and lots more to come!

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# The 3 R's of Great Resume Writing

# What are the 3 “R’s” of Great Resume Writing?

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Edge™ | QBlog



## Relevance:

Focus on what the employer is looking for, not on yourself, your work history and skills. An excellent resume is not about giving the employer every detail, it is a marketing piece to intrigue, a marketing piece that positions you, brands you as the ideal candidate by giving details that will be most relevant to the employer. You need to determine which of your qualifications, skills and experience are the best match for the employer, and highlight them in your resume.

Prioritize the information on your resume so that the most important or relevant skills and achievements stand out on the first page. You want a resume that will position you, brand you properly at first glance. The reader should not have to spend a great deal of time, other than a few seconds looking at your resume to know why you will be of benefit to the organization.

## **Research:**

You must match the required job qualifications, because in a candidate rich environment a machine or an employee who is not necessarily invested in finding the right candidate is scanning resumes, eliminating candidates. Scrutinize the job posting, make sure that you need the requirements and that your resume mirrors key words in not only the job posting but in the organization's mission or vision statement. Research the company! Go to their website, use online tools to find out about key players, new mergers and acquisitions. Gain an understanding of the organization, its culture, values, goals and objectives. Pay attention to the words being used, and mirror them in your resume and marketing materials.

## **Readability:**

This is job search for dummies, and YOU are not the dummy. The marketplace is highly competitive, and your resume is a

tool to help you get through the elimination process, to the first telephone and then face to face interview. It must be executive looking, simple, clean with no spelling errors. Make sure your contact information is on every page, and that there is enough white space to draw the eye of the reader to important key strengths, skills and experience. Use bullet points, key words and action statements. Prioritize information on the first page of your resume so that skills and achievements that will be relevant to the job posting and the employer stand out.

Let the first page of your resume be key strengths, skills and achievements that speak to the employer and stand out at a glance. Page two of your resume should be the chronological history of your career and brief synopsis re your educational background (dates or no dates in education background depending on whether ageism is a factor)

Irene Becker Just Coach It-The 3Q Edge™

Helping smart people & organizations move forward smarter, faster, happier

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## **Career Transition Toolkit- From Pain to Gain! (for individuals/managers-teams)**

Irene Becker, Just Coach It-Virtually or Face to Face  
[www.justcoachit.com](http://www.justcoachit.com)

**Why do YOU need a Career Transition Toolkit ?** Because, searching for your next opportunity; or helping your staff

**make a career transition does not have to be frustrating and overwhelming.** In order to be successful in the least period of time, you need the right approach and techniques. With this Accelerated Plan, you can create the framework you need to achieve success, leverage your opportunities and create value in a candidate rich, recessionary marketplace.



**This program** is divided into 3 key (2 hour) sessions or modules per week OR 6-1 hour sessions per week to help YOU/YOUR TEAM properly position yourself for success in this marketplace. It includes email and telephone support during this accelerated program and after completion of the program

### **Module 1: 2 hours      Key Strengths and the Development of Your Brand**

*"I recommend her services highly. Irene has consistently displayed dedication, compassion and tireless effort on my behalf as I sought to re-brand myself during a tough economy. Irene's well honed career marketing and management strengths resulted in a solid marketing campaign with my own unique brand, thereby providing a strong positioning in the market place rendering positive results. Without her support, guidance, knowledge and dedication this would not have been possible." JV, Executive, Information Technology*

#### **1.1: What YOU need to know about career transition**

#### **1.2 Review of career objectives going forward**

## **1.3: Understanding key strengths and challenges**

### **Module 2: 2 hours Marketing Methods and Collaterals**

*"Irene is one of a kind. She has truly been amazing since taking over my campaign. The excellence and confidentiality of her work has helped me move forward faster and better, and I am now negotiating an offer as VP operations. She is absolutely motivating, and has brought a greater level of focus in defining a clear road map for me over the months that lie ahead. She is tireless, and I feel as though she is as fully committed to my personal success as I am."* JC, Director Operations

#### **2.1. Marketing and success strategies**

#### **2.2 New resume to put your forward better and faster**

#### **2.3. Powerful mail out to position you and Statement of Capabilities**

### **Module 3: 2 hours Your Speed to Market Strategies**

*"It is a pleasure to recommend Irene. She has been an incredible positive influence for my career advancement, and finding a new position. She has not only provided the appropriate framework and approach, but also she helped me realize what is my long term goal and what are the correct steps to achieve this."* AR, Senior Account Manager

#### **3.1. Understanding and USING your best marketing channels**

#### **3.2. Interview techniques and tools that work**

#### **3.3. Action Plan to kickstart results**

**Let me help YOU/YOUR team take the stress out of career transition..** An expert in career and leadership transition as well as communicating for influence, I work on a consulting basis for The Career Foundation of Canada and EQ Mentor in the

USA.

**Would YOU, would YOUR team benefit from a Communication, Leadership or Life Transition Toolkit Program to take you forward faster, happier and better?**

Irene Becker, Just Coach It-Virtually or Face to Face  
[www.justcoachit.com](http://www.justcoachit.com)