

## EARN INTERVIEWS NOW – THE #1 JOB SEARCH PROBLEM SOLVED

By Darrell Z. DiZoglio, CPRW of <http://HighPerformanceResumes.com> Copyright 12/1/2011

After interviewing thousands of Hiring Managers over the years and being a Hiring Manager and Recruiter myself in several different industries for over a decade, I am going to give you some very valuable feedback about why most job hunters fail right here in this free info article. I firmly believe that if we all work together we can help reverse high unemployment. The issue of defective resumes is so serious and prevalent that even Recruiting Companies that survive on commissions from successful placements are hiring veteran Certified Professional Résumé Writers for help.

First, just like skunks do not know that skunks stink and children never know they tracked in mud all over your freshly cleaned carpets – 95% of job hunters today do not know what employers want in a résumé, cover letter or candidate. The whole concept of thinking as a Hiring Manager does is so foreign to them that they simply miss it entirely. When you combine that shortfall with several of the other universal challenges below, this inevitably results in a long period of unemployment and financial ruin for many.

Here is a list of the serious challenges that must be met to allow your résumé and cover letter to place in the top five percent of all submissions:

**Writing** – The average American only writes at the 8th grade level. Now that is a bit scary but true. Realistically, it is more of a commentary on how specialized our society is today than a criticism. Frankly, the content of your résumé is the single most important factor in your success or failure.

**Editing and proofreading** – Great editing produces clear and concise written communication. It is definitely a serious indication of intelligence. Conversely, typos and misspellings lead to dismal results.

**Keywords** – researching, finding and including the right keywords will determine whether your résumé remains lost in résumé databases forever or is found and reviewed by employers and recruiters. The same goes for the Internet and Career/job search websites, without keywords you are invisible.

**Catering to employer's needs** – Prioritizing the most relevant, industry specific and valuable information to the employers is necessary. It is a fact that Hiring Managers want the best and only the best candidate for the job unless it is an entry-level position. Hiring Managers are paid to be conservative and make critical judgments in the best interest of their employers.

**Selling yourself effectively** – You need a convincing and compelling sales effort to motivate the hiring manager to call you to arrange an interview versus the best competitors.

**Value Building** – [This is essential to set you up for success in salary negotiations](#) and so that you receive multiple offers in the first place to ensure you can attain the highest starting salary possible.

**Specific Performance Metrics** – You have to communicate your case to be hired on paper in the language that employers understand best and value most.

**Résumé Style, Creativity, Readability and Formatting** – Few people recognize that their résumé will be compared side by side with the top 5% of resumes submitted (97% of those will professionally written by experts).

**Presenting Evidence** – Demonstrating that you are an above average to top performer is more important than ever. You also have to present the right evidence and prioritize it according to the employers needs. Without evidence, many employers today simply are not interested.

**Targeting** – Successful candidates today use resumes and cover letters that are specifically targeted for their most wanted job title and industry. Generic resumes are considered a turnoff by 90% of employers today (entry-level candidates can use generic resumes without penalty).

**Unique Selling Proposition** – What are the biggest advantages of hiring you versus the competition with equal skills, experience and education? These advantages must matter to employers and motivate them.

**Marketing** – Your résumé should **attract opportunity** from employers and recruiters through SEO when posted on the Internet. In essence, your résumé is not merely a work history, it is a targeted sales and marketing document designed to earn you interviews and a higher starting salary. Positioning you for success is a vital part of earning multiple offers from employers.

Fortunately, there is a common sense solution, a free résumé evaluation by email from a Certified Professional Résumé Writer. A veteran Certified Professional Résumé Writer offers this service because some free résumé critiques result in new clients and referrals. Job hunters today need to know the truth, 92% of all resumes submitted to employers today are not even contenders. Ouch! That hurts I know, but most need a healthy dose of reality, now and then.

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