

Who Do YOU Trust To Judge YOUR Resume???

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You've just received your new resume, you are happy with it... and then...suddenly everyone is giving you advice on what should be done to improve it. Whether it is a well-intentioned friend or family member, a recruiter, HR director, or another resume company, you are now questioning the quality of the resume you were initially so proud of. Who do you trust? Who do you listen to???

We see it all the time, a client is just RAVING about their resume, and then they show it to a friend/family member and come back saying "my friend looked at this and thinks you should...." Bless them for wanting to help you with your job search, but ask yourself what their resume qualifications are; chances are, the answer is "none"....Thank them for their input but don't let it throw you for a loop.

Similarly, while a recruiter or HR person IS experienced in reviewing resumes, you need to keep in mind this person is giving you their "personal opinion" and may be steering you in the wrong direction. The goal of an effective resume is to reach the MASSES, not please a handful of people...so accept their input with grace, but if you feel you have an effective resume, stand behind it.

Many resume companies offer "free critiques" – a valuable service, but let's be honest, the goal is to capture your business. You could contact hundreds of resume companies and end up with hundreds of different "opinions" on what constitutes a strong resume. Without fail, of COURSE, they are going to find fault with your resume...They want your business!

So...who do you trust? First, trust that an experienced, qualified resume writer knows what is going to best market you based on your background and your target. Most reputable resume companies routinely survey key hiring decision makers to determine what employers are really looking for in a resume. They also are able to tell what is "working" based on the volume of repeat and referral business, as well as client feedback, they receive. They then take their findings to identify what the MAJORITY of employers want to see and develop resumes that are focused on capturing the attention of the MASSES.

Beyond that, trust YOURSELF. When you first saw the resume were you happy with it? Did it SELL you? Did it reflect who you are, what you can do, what you have accomplished? Does it make you proud to say "this is me" when you read it? Go with your gut instinct...if your first impression was a good one...get out there and start marketing it!!!

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