# Why Traditional Resumes Are Worthless




## Traditional resumes do a poor job demonstrating your value to the company.

Your resume has to scream out value. Within about 10 seconds, the person reading your resume has to identify "What's in it for me?" If they don't, they move on to the next resume. Recruiters will only give you 5 seconds. So what can you do to ensure your resume gets noticed?

## Stop using traditional resumes!

We have reviewed tens of thousands of resumes in our 50+ plus years of collective experience. Now we want to help you get your resume to the top of the pile and be the first one to get the

call. A great resume clearly demonstrates your value and benefits to the company. It is not a bunch of facts and figures. Instead it's about communicating basic information and then communicating how you can solve the hiring manager's pain. This webinar is going to answer exactly how you can demonstrate that in less than two pages and in 10 seconds.

Some commonly asked questions about resumes are:

- Should I use a functional or chronological format?
- How far back should I go?
- How many pages should a resume be?
- Should I include a cover letter?
- How do I hide high turnover?
- How do I show all my experience?
- What do I do if my resume makes me look over or under qualified?

These are just a few of the most common questions we get asked about resumes. All are valid and need to be answered. You may have other questions about your resume. This webinar will answer these and any questions you have.

**Don't take our word for it. Here is what those who have attended this webinar say:**

**Daniel Womack, Cincinnati, OH** *"My resume was one that was similar to all the rest. After this webinar I completely rewrote it using the techniques to create a marketing-based resume, instead of a fact-based resume. It changed my response rate almost instantly. One recruiter even commented on how my resume stood out from all the rest he received."*

**Eric Nagy, Fresno, CA** *"I hired a resume service to help with my resume. They didn't do anything to really help me sell myself. This is the first time I have heard recruiters lay out how to create a resume that actually markets me and my background. I wouldn't have hired myself using my old resume. Thanks for a great webinar, I look forward to attending the others."*

**Ellen Newman, Boise, ID** *"After this webinar I agree that traditional resumes are worthless. Creating a marketing brochure is the right approach. I had a lot of questions about my resume*

*and you answered all of them. My background and experiences are very diversified and that created a problem to communicate effectively. Your webinar brought clarity how to communicate the benefits instead of features. Others have copied my format."*

**Is your resume getting you results?**

If you are sending out resumes and not getting responses, then don't keep sending out the same resume and keep getting rejected. We all know the saying, "you can't keep doing the same thing and expect different results. This applies to resumes too.

This webinar and slide show will demonstrate how to put together a resume that gets results. You will learn how to tell a compelling story that is targeted to the company's needs. You will learn the dos and don'ts of resumes and what the purpose of a cover letter is.

Don't send out another resume without first attending this webinar. Start getting interviews with a resume that works!

We've put together a set of additional learning tools to reinforce the webinar. **Studies show that you'll forget 90% of the information taught in a webinar within 48 hours.**
Can you afford to invest the time in a powerful career webinar, and then forget everything you've just learned?
**Reinforce and embed the concepts of the Career Success Methodology by purchasing the PowerPoint slide presentation and the audio recording.**

This webinar is not currently scheduled

***Value Package.*** *Participate in the webinar event, and download the slides so you can follow along with the audio for future reference. Price $89.95. NOTE: the audio file will be available for download, it is not a CD.*