



TAKE CHARGE OF YOUR CAREER

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SEPTEMBER IS INTERNATIONAL UPDATE YOUR RÉSUMÉ MONTH
Leading Career Expert Offers Five Tips for Developing Attention-Getting Résumés

Haverford, PA (September 4, 2014) – September marks the 14th annual celebration of “International Update Your Résumé Month.” The observance, originated by Career Directors International in Melbourne, Florida, provides job seekers with a proactive approach toward re-evaluating their professional worth in preparing to take the next step in career growth.

Ford R. Myers, President of Career Potential, LLC, a Haverford, Pennsylvania-based career consulting firm, and author of *GET THE JOB YOU WANT, EVEN WHEN NO ONE’S HIRING* (John Wiley & Sons, www.getthejobbook.com) suggests the following tips for developing résumés that stand out from the crowd and get positive results:

1. **BE BRIEF:** Less is always more! Myers specifically points out that of the five standard sections of a résumé – Summary, Professional Experience, Education, Professional Development and Affiliations – the Summary section is where brevity counts the most. “The ‘Summary’ is a brief statement of who you are, where you’re ‘coming from,’ and what skills and expertise you can contribute to an organization. Five or six targeted lines oriented toward the benefits you offer as a professional is all you’ll need to grab the reader’s attention,” states Myers.
2. **BE SPECIFIC:** Although individuals should be as specific as possible throughout the entire résumé, this tip should be exercised most in the “Professional Experience” section. “The ‘Professional Experience’ section is where your past jobs, roles, responsibilities and accomplishments are listed. It’s also where most employers and recruiters focus 90% of their attention. The information you present here, and how you present it, can decide the fate of your candidacy within about 10 seconds of scanning time. Résumés that get noticed highlight specific business results. Quantify wherever possible – everything from retention rates to sales achievements, profits generated and performance improvements – by using percentages, dollars and hard numbers,” explains Myers.
3. **BE ACTIVE:** Myers urges résumé writers to use strong action words at the beginning of every sentence. “Words such as ‘develop,’ ‘launch,’ ‘initiate,’ ‘lead’ and ‘build’ have a lot more meaning than a vague term like ‘was responsible for,’” states Myers.
4. **BE SELECTIVE:** Focus on information that is truly relevant to your career goal, and edit out the rest. “There’s no need to focus on your after-school job or accomplishments in a completely different field if they’re not relevant to the career you’re looking for now, or if they’re in your distant past,” says Myers.

5. **BE HONEST:** Myers warns job seekers to never lie or even exaggerate the truth on a résumé, “If you lie, you’ll ALWAYS lose in the long run.” Myers adds, “If you find that your résumé isn’t getting the results you want, change it! Your résumé is a ‘living document’ that will be edited and updated throughout the course of your job search and your entire career!”

For more information and other useful tips for achieving career success, visit <http://www.getthejobbook.com>.

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PHOTO LINKS: A headshot of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media/>.

ABOUT: Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of **Get The Job You Want, Even When No One’s Hiring**. More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

AVAILABILITY: Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.