



TAKE CHARGE OF YOUR CAREER

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5 TIPS TO “SPRING CLEAN” YOUR RESUME

*Career Coach and Author Ford R. Myers Offers Five Simple Ideas
to Develop an Attention-Getting Resume*

Haverford, PA (March 13, 2015) – If you find that your resume isn’t getting the results you want, spring is the perfect time to clean it up.

Ford R. Myers, Career Coach, Speaker and Author of “Get The Job You Want, Even When No One’s Hiring,” (John Wiley & Sons, <http://www.getthejobbook.com>) suggests the following five tips to freshen up your resume this spring.

1. BE BRIEF: Less is Always More

Of the five main sections of a resume – Header/Contact Information, Career Summary, Professional Experience, Education and Affiliations or Professional Development – the Career Summary is where brevity counts most.

“The Summary is a brief statement of who you are, where you’re ‘coming from,’ and what skills and expertise you have to contribute to an organization. All you’ll need to grab the reader’s attention are five or six lines of text highlighting the benefits and contributions you offer as a professional,” states Myers.

2. BE SPECIFIC

Resumes that get noticed focus on specific, tangible results. Quantify everything you can, including retention rates, sales numbers, profit margins, numbers of projects, numbers of people, performance quotas, and so on. Whenever possible, use percentages, dollars and hard numbers.

“Although individuals should be as specific as possible throughout the entire resume, quantification should be used most in the ‘Professional Experience’ section. Here is where your past jobs, roles, responsibilities, and accomplishments are listed. This is also the section 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 resume scanning time,” explains Myers.

3. BE ACTIVE.

Myers urges resume writers to use strong action verbs at the beginning of every sentence. Words such as “lead,” “launch,” “direct,” “build,” “manage” and “conduct” have a lot more impact than a passive phrase such as “responsible for.”

4. BE SELECTIVE

Focus on information that is truly relevant to your career goal and edit out the rest. “There is no need to focus on your high school achievements or volunteer work if they are not relevant to the career you are looking for or if they are in your distant past,” says Myers.

5. BE HONEST

Myers warns job seekers to never lie on a resume. “If you lie or ‘stretch the truth,’ you will always lose in the long run,” he says.

“Your resume is a ‘living document’ that will be edited and updated through the course of your job search and your entire career,” adds Myers. “Taking a good look at it this spring, and at the start of every season, will help you put your best foot forward.”

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/>.

FORD MYERS’S YOUTUBE CHANNEL: <https://www.youtube.com/user/careerpotential>

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.