

Write a Resume Recruiters Can't Resist

7 Winning Resume Writing Secrets Recruiter's Don't Want to Tell You, But You Need to Know



You need a persuasive resume, but you're a little short on cash. Rather than keep a few precious "**how to write a résumé**" secrets to myself, I'm giving you access to my secret stash of writing tips.

Whether you are a six-figure money earner, a diligent work at home mom, or a money-making blue collar breadwinner, here are my 7 top-secret resume writing tips that recruiters don't want to tell you, but every job seeker needs to know.

Delete the career objective

It's obvious to the recruiter what job you are applying for, so the career objective is a waste of prime resume-writing real estate. **It's outdated, amateurish and irrelevant.**

Whenever I see a standard objective on a resume, I start rolling my eyes. I know the job seeker is using an outdated writing format circa 1985, that'll eliminate them from consideration for the position immediately.

Use a summary of qualifications instead. Unlike the career objective, these personal bragging sentences are important persuasive marketing tools.

When a recruiter writes their own resume, they never use a career objective. Instead these super salespeople write several persuasive and concise statements that focus the reader on their strongest career achievements.

Are you a Money-making employee or money-saving employee?

Are you the top sales person in your division? Or saved your company millions of dollars?

Display these facts boldly at the top of your resume. Within your summary of qualifications, use accomplishments that focus on all the reasons why a company should hire you to save them money or make them money. Before you write one word of your resume, consider which category describes your employable skills best.

Write the résumé for the position advertised

When writing your resume, don't ignore the job description. If the web or newspaper advertisement clearly states that the company wants a nanny with 7 years of child care experience, CPR certification and expertise providing support to families with multiples; apply only if you have these qualifications.

Pick out the skills from each job on your resume that match these requirements exactly. Write clearly and remove any career achievements that are unnecessary and extraneous.

Don't EVER apply for a position that requires qualification that you don't possess

The job requires seven years of experience. But you have three or no relevant experiences at all...then don't apply. No recruiter will give you a special break.

Imagine the recruiter's surprise when former exotic dancers, bus drivers and teenage babysitters apply for the advertised nanny position mentioned above. Instead of calling you in for a special interview, the recruiter thinks you're an idiot, who is not only desperate for any job posted, but is also an unqualified nuisance who can't read or follow directions.

The résumé's length should be no longer than one page

On average a recruiter scans a resume for about 15 seconds. Multiple pages of a resume can cause eyeball strain for the reader sifting through 1,000 resumes per day. So keep it short, simple and to the point. Use more than one page only if your experience is stellar and you're writing a CV.

A clean simple resume with lots of white space says, "I'm professional and competent." Remove the funky graphics, colored fonts and use plain sans-serif type. Less is more. Give too much information and you leave no reason for the recruiter to call you.

Write your résumé for online and email use

Most HR professionals are email attachment averse, so write your resume in a format that looks good when inserted into the body of your email.

Recruiters often use software to scan resumes quickly, so it's best to write the resume in a computer friendly format. Scan the job description first. Look for important keywords (i.e., industry jargon and technical skill words) and insert them into your resume.

Don't copy the description verbatim. But include industry terminology in your resume, for documents posted to the web.

A well-written résumé's number one objective is to get an interview.

When you write a resume, think spicy advertisement - not boring personal statement. The resume is a persuasive document with the sole purpose of getting a face-to-face meeting.

A well-written resume says to a potential employer: hire me, and you'll receive these benefits. Any fluff, extra words or multiple pages of irrelevant facts will distract the recruiter from your skills and experience.

Remember you're pitching a busy and often stressed out manager or recruiter. If your resume is long and wordy, it will visit the garbage, immediately – with no hope of a resurrection from the waste basket or a proper introduction to your potential employer.



[Mechele Pellebon](#)'s career advice gives working women the know-how to turn failure into success and the encouragement to not spend another second in a job they don't absolutely love. Follow [Mechele on Twitter](#) and join her network of friends on [Facebook](#)