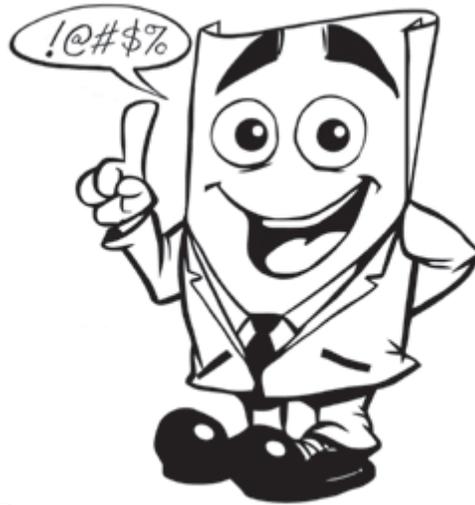


**SCOTT VEDDER**



# Signs of a Great Résumé

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How to Write a Résumé that Speaks for Itself

## Signs of Great Gratitude

Thank you to the family, friends, colleagues and leaders who have been my mentors, my teachers and my motivation along this journey. I'm forever grateful for your love and support. And certainly, thank you to the well-meaning job seekers whose amusing résumé antics were my inspiration.

To my mother, Cathy Vedder, whose classic line *"So you're gonna go in there..."* helped me learn early in life that great preparation for a job search is critical. She's done far more for me than I could ever write about in just a few lines.

To my father, Warren Vedder, whose tireless dedication to his family meant many long work days for him so that we could enjoy the quality of life he felt we deserved. His line: *"You think you know but you don't know,"* taught me to always keep learning and to question convention.

To my brother, Jay Vedder, who followed his heart to pursue a career that he loved. The compassion, dedication, humor and intellect he uses on the job have also made him my best friend. *"We're your friends 'till the bitter end..."* He makes me laugh like no one else and has quite a knack for proofreading.

To my partner, Antonio Tapia, Esq., whose eye for innovation, entrepreneurial success and spirit to fight for what he wants to achieve have inspired me to keep growing and to push myself to new heights. (He's also one hell of an editor!) *"May I encourage you...?"* Yes Tony... you may.

Illustrations by Kenny Durkin.

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# 1

## PUT ON A HAPPY PREFACE

Hi! Thanks for reading! You're already one step closer to finding a great new job. This book is the culmination of experience I gained at my job as a recruiter at a Fortune 100 company. There I interviewed people just like you. Well, maybe not **exactly** like you, but each with a similar goal in mind: to get a great new job.

My goal in writing this book is not only to prepare you for your job quest but also I hope to inform you, produce great results and even make you smile along the way. In fact, those were my goals in every interview I conducted.

In interviews I like to make people laugh. I make people laugh because let's face it, interviews are uncomfortable. I try to break down the barrier between me, the intimidating interviewer behind the big desk, and someone like you, the applicant. I also make people laugh so I can do a tooth check – good dental hygiene is a must! Just kidding... but

seriously, I want my applicants to be comfortable so they can be themselves in the interview.

I also want you to be comfortable so that **you** can be yourself on your résumé. I'm going to give you tools that will enable you to showcase why **YOU** are the best applicant for the job. To many, writing a résumé is boring and tedious. Hopefully I'll make it as fun as possible. And to show you that I'm serious about having fun with résumés, let me start by sharing my favorite joke:

*(I'm actually laughing while typing this.)*

**Two résumés are sitting in a stack of papers.  
One of them says, "Holy cow, it's crowded in here!"  
The other one says, "Holy cow, a talking résumé!"**



I bet you can't wait to get started doing this résumé business with a fun guy like me! We're on our way to finding you a rewarding, financially beneficial new job and hopefully you're already laughing.

So enough about me – let's talk about you. I'll bet you're somebody who wants a new job, a better job, more money or just a new opportunity. Join the club! I'll bet you also want flexible hours, great benefits, free travel and a company car too. Great! You've already taken the first step towards those goals... ambition! You have high hopes, great goals and the drive to begin your journey.

***Now how exactly do you get there?***

Well before you get the travel perks and the company car, you're going to have to earn an interview by submitting a great résumé. For many people, the idea of summarizing their entire career on one sheet of paper is very intimidating.

Have no fear! In this book, you've got all of the tools you need to craft an effective résumé that speaks for itself. Many of the other résumé books already out there are *hundreds* of pages long. They are filled with useless examples of what hypothetical résumés *might* look like. "Jane Doe wants to be a Sales Manager." "John Doe wants to be an astronaut." How does all of that help you? – It probably doesn't.

There are even services that charge hundreds of dollars to write résumés. If you had that kind of money lying around, you probably wouldn't have picked up a book

about résumés. If I had that kind of money lying around, I probably wouldn't have written one!

If you went for one of those résumé books, I'll bet you were confused by whether to use a functional résumé, a blended résumé, a chronological résumé or maybe none at all. What I'm going to do is to simplify things for you with what I call the Signs of a Great Résumé.

While **!**, **@**, **#**, **\$**, and **%** might look like a substitute for curse words in a comic strip, you'll soon learn how they're actually the simplest way to make your résumé shine. I've taken some of the best tools of the trade and my real life experience gained through conducting over 5,000 interviews and presented them here for you.

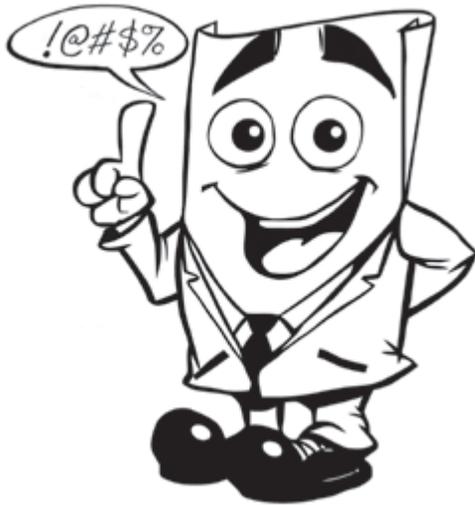
Before we start, you'll have to learn what a résumé really is. Your résumé is your personal professional advertisement. You're trying to get a prospective employer to buy a great product and that great product is your experience! You've made the investment, (or at least have started looking at this book inside the bookstore - you thief) so let's get started!

# 2

## SIGN LANGUAGE

So why exactly do I call this book Signs of a Great Résumé? You'll notice that I use the signs **!**, **@**, **#**, **\$** and **%** throughout the book. Right now they may look like a substitute for curse words in a comic strip and I admit that writing a résumé could certainly drive some people to curse. But by the end of this book these signs are going to be your friends. So let's get familiar with them.

Each sign represents an important part of a successful résumé and each has its own job to do. They'll be easier to understand by the end of this book but if you ever forget, remembering them is as simple as looking at the keys of the first five numbers on your keyboard. I'll bet you just looked at your keyboard, didn't you?... see what I mean? The 1 has an **!**, the 2 has an **@**, the 3 has a **#** and so on. So when it comes to writing a résumé, what do they mean? Let's have a look...



From now on, almost every single word that you write into your résumé should relate to one of these signs. If you're not using these signs, you're not being specific enough. If you're not being specific, why should an employer hire **you** specifically? Use these signs often. They'll help your résumé speak for itself in front of a potential employer and will make you stand out from the rest of the applicants.

!

The first sign is an exclamation point. An exclamation point really isn't much of a point at all – it's more like a baseball bat.

Do you see it? It's actually *shaped* like a baseball bat! And when it comes to knocking a résumé out of the park, it's your key to a home run. (Pun intended.) ! represents any part of your experience that was amazing!, totally unique! or one of a kind! Look for ! achievements throughout your experience and keep them handy for when it's their turn at bat.

In the Self-Interview chapter, we'll talk more about the specific ! achievements you'll want to look out for. Here's a few questions to get you thinking:

- What did you do to WOW! people?**
- What did you do the BEST! compared to others?**
- What did your boss say was GREAT! about your work?**

And finally, don't ever **actually** write ! at the end of a sentence. You want to convey the quality of the work you did, without sounding like you're yelling the words on your résumé!!! (See what I mean?)

@

The next sign is an @. You probably recognize this sign from your email address. It's actually an abbreviation for the word "at." C'mon... You've got to hand it to whoever came up with a symbol that is meant to eliminate the need to write a TWO LETTER word!

On your résumé you'll use the meaning behind the sign, but not the actual symbol, to define points in your career when you took certain steps and also for places, dates and things. For example: