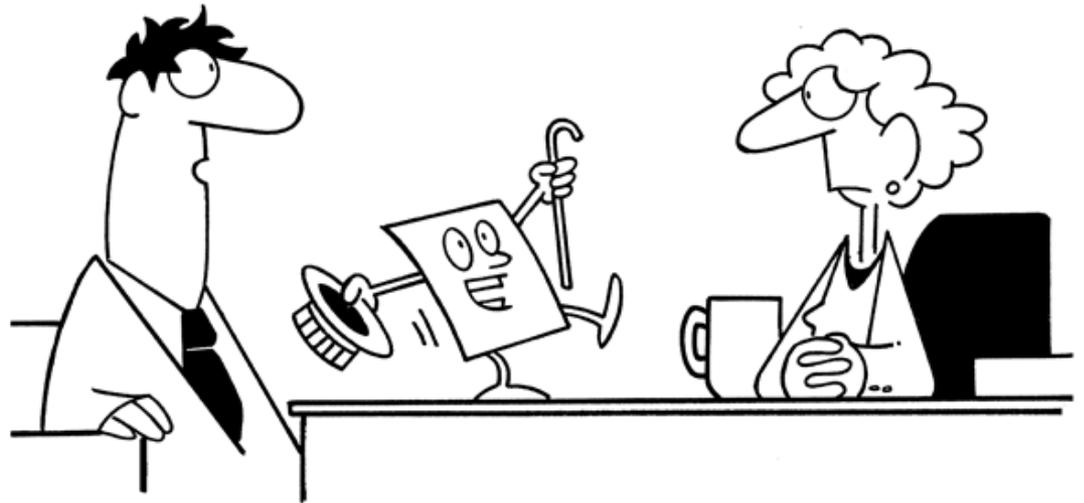


# Put Your Resume, Marketing Plan and LinkedIn Profile on Steroids!

Gene Wilson  
*Mentor, Advisor, Coach*  
*Mostly Retired Vice President*  
The Coleman Institute

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“I want my résumé to be the one you remember!”

# Steroids....Really?

## Synonyms for Steroids:

- Booster
- Pumped Up
- Suppressant
- Used to Suggest a Highly Enhanced or More Effective and Accelerated Version of Something.
- Magic ~~Bullet~~



# Today's Agenda Topics

- Resumes
  - Resume Statistics
  - Current Reality
- Professional Branding in Transition
- Formatting Tips and Techniques
  - Resumes, Mktg Plans and LinkedIn Profiles
    - Headers
    - Other Tips and Techniques



**Marketing  
Plans**

**Beliefs  
&  
Mindset**

**Networking**

**Accountability  
Groups**

**Resume**

# Resume Facts

- There are millions of opinions of how to format and not format a resume.
- 80% of all open positions are not filled by online resume applications
- Almost 90% of resumes submitted are doomed for various reasons
- 50% are eliminated by ATS
- 75% of companies use social media
- 70% of applicants are turned down due to “negative” content online

# Resume Reality for Applicants

- The resume **never** gets you the JxB
- At best, it only gets you put into the “maybe pile”
- From there, you may have an opportunity to be called for a “phone screen”
- Then, you could be asked for an interview
- Only then, would you typically be able to earn the chance to receive an offer of employment
- ***So, today, my goal is to demonstrate how you can increase the odds of getting your resume into the “maybe pile”***
- But first, some more reality

# Resume Reality (cont.)

- Most “human screeners” are under pressure to uncover some good candidates
- Given past experience, they tend to be skeptical and, therefore, make very quick judgements
- They anticipate most resumes will be weak, too general, with typos, bad formatting, etc.
- They, on average, will spend 5-15 seconds to review each resume unless they see something of interest. Usually, the top 1/3 of page 1.
- Imagine reviewing dozens, even hundreds of resumes hoping someone will satisfy your need!  
*Why not do some work to help them?!*

# Challenge or Opportunity?

- *Too many applicants want their brand to reflect some idealized, perfected image of themselves.*
- *As a consequence, their brands have no distinctiveness, no real value and do not generate any interest from others to want to learn more.*
- *Too many times, their brand is vague or inconsistent across various platforms (print, social media, personal appearance, etc.)*

# Professional Branding in Transition

- Your Specialty – Who you are
- Your Service – What you do
- Your Experience – What you are known for
- Your Achievements – What have been your results and value to others

*When done properly, anybody can spend 30 seconds looking at your resume and walk away with a solid grasp of your professional branding.*

# Formatting Tips and Techniques



Start with what you can do, not with what you want.

Employers don't care about what you are after;  
not until you have at least addressed their need.

# Header Formatting (Top 1/3)

- Eliminate “Objective Statement” and “Professional Summary”
  - Too long
  - Wordy...screeners do not read paragraphs
  - Not distinctive
  - No real branding
  - Can everybody say that?
- Replace with “Your Brand”
  - Concise
  - Can be adapted to each situation

# Header Formatting Example

- The Former Version:

*“An entrepreneurial leader, skilled communicator / team builder, and adept negotiator. The proven ability to analyze businesses, products, services, and growth opportunities, then introduce strategic and tactical solutions that improve competitive performance while increasing revenues and profits. Recognized for broad strengths in P&L management, organizational restructuring, franchise relations, and staff development, motivation, and retention.”*

# Header Formatting Example

## ● The Branded Version

### *STAFFING AND OPERATIONS EXECUTIVE*

---

**Start-Ups • Turnarounds • High Growth • Record Sales & Profits • Multi-Industry Experience**

Repeated successes in diverse industries, with employers ranging from small companies to publicly owned corporations:

- Grew manufacturer and retailer of golf equipment from start-up to \$9 million in annual sales in 18 months.
- Turned around unprofitable provider of temporary staffing and placement services—delivered record revenues and profits while increasing average office revenues 250% and improving staff retention from 40% to over 75%.
- In two years, increased commercial sales of lawn and tree/shrub care services by 100%, achieving \$48 million level.
- Opened 285 Pizza Hut home delivery locations in 22 markets, exceeding all revenue and profit goals. Previously, held responsibility for 2800 units, delivering \$86 million operating profit, or 115% of goal.

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# Header Format

- Contact Information
- What are you professionally?
- A line across the page
- 3-4 words to add dimension/scope to your experience
- Intro statement to major career accomplishments
- 3-4 bullet points – most significant from the rest of the resume
- Then, your chronological resume follows

*Now, you are branded, distinctive, and you are helping others to make easy conclusions in less than 10 seconds!*

## Contact Information

### WHAT ARE YOU PROFESSIONALLY?

---

Scope



Specialty



Industry



Language

Significant career accomplishments include:

- Achieved xxxxxxxxxxxx xxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxx xxxxxxxxx leading to xxxxxxxxxxxxxxxxxxx.
- Launched xxxxxxxxxxxxxxxxxxx, leading to xxxxxxxxxxxx and xxxxxxxx, both at all time levels.
- Managed (or Supervised) xxxxxxxxxxxx, creating new xxxxxxxxxxxx which delivered increased xxxxxxxxxxxx

# Header Format with “Stickiness”

- New Format should be the same on your Marketing Plan and LinkedIn Profile
- New format can & should be easily edited when responding to different opportunities
- Determine & use some key words in the recruitment ad and/or the company web site:
  - Use [www.wordle.net](http://www.wordle.net)
  - Copy and paste the ad to determine key words
  - Pepper you resume with these key words, where appropriate.....No Puffing!



Health

Haven director improvement

Centers VP

Safety CEO

Services

Director

Manager

Improvement

Hospital UHS

Quality

Healthcare Performance

Acadia Facility System

Recovery

Social

Nursing

Supervisor

Elements

Mental

Clinical Management

Officer

management

Behavioral

Residential

Work

Oceans

Center

Treatment

Dallas

Living

Tucson

Practice

possible

Professional

Residential

Addictions

America

Healthcare

CRC

Discount

Ford

Phenix

Substance

psychiatry

Dallas

Ohio

OPM&A

strategy

Customer

Central

also

Bonnie

Excellence

Adult

Human

inpatient

Wynne

Addition

Lean

Springstone

process

Betty

PH&P

worker

Case

vision

Horizon

behavioral

Foundation

FMSA

Phenix

Substance

Facility

System

Recovery

Coordinator

quality

Chief

Rehab

IOP

inpatient

Healthcare

Performance

Supervisor

Elements

Acadia

social health

Clinical

Social

Nursing

Supervisor

Elements

Mental

Management

Officer

management

Behavioral

Residential

Work

Oceans

Center

Treatment

Dallas

Ohio

Addictions

America

CRC

Discount

Ford

Phenix

Substance

Healthcare

CRC

Discount

Ford

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Substance

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Dallas

Ohio

Dallas

Ohio

Phenix

Substance

psychiatry

Dallas

Ohio

Phenix

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*Now, you are not only distinctively branding yourself, you may now add some “stickiness” to increase your chances of making the “Maybe Pile”*

# Other Tips and Techniques

- Simple and elegant will always win over attempts to being clever, etc.
- For each position, limit bullet points to no more than 3
- Be an **Achiever (Accomplishments)** vs. a **Doer (Tasks)**
- Most bullet points should answer the “So What?” question....use quantitative data whenever possible...**be results oriented!**
- No typos - Proof read backwards
- Respond to the recruitment ad...make me want to talk with you!

# Other (cont'd)

- Avoid the words “I” and “My”
- Dump the clever email address
- Stick to simple fonts and consistent formatting
- “Proficient in Microsoft Word, Excel, etc.”
- Unexplained gaps without a cover letter
- Only use the year (i.e. 2017) for dates of employment
- No photos, pictures or graphics
- No color
- Irrelevant history
- Omit graduation dates
- Full address and cell phone area codes- ?

# The Worst Resume Terms

- Best of breed
- Go-getter
- Think outside of the box
- Synergy
- Go-to person
- Results-driven
- Team player
- Hard worker
- Strategic thinker
- Detail-oriented

The are called BS words (**B**usiness **S**peak)

# The Best Resume Terms

- Achieved
- Improved
- Trained/Mentored
- Managed/Supervised
- Created
- Influenced
- Increased/Decreased
- Negotiated
- Launched
- Under budget

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    - **Header Format Handout**



*"Someone important is bound to see my resume now."*



# RVA Career Expo

- Accountability Group Prep/Action Planning
- Expo Liaison Volunteers
  - Calling/Inviting companies to participate
  - Develop & further relationships (Value Added)
  - Staffing the event
- Research and preparation
- Have a game plan (A's, B's, C's)
- Appearance (first impressions count!)
- Brand your resume, mktg plan and LinkedIn
- Go early
- Follow-up



**Marketing  
Plans**

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**Networking**

**Accountability  
Groups**

**Resume**

**WORDS ARE  
FREE. IT'S HOW  
YOU USE THEM,  
THAT MAY  
COST YOU.**

*Thank You!*

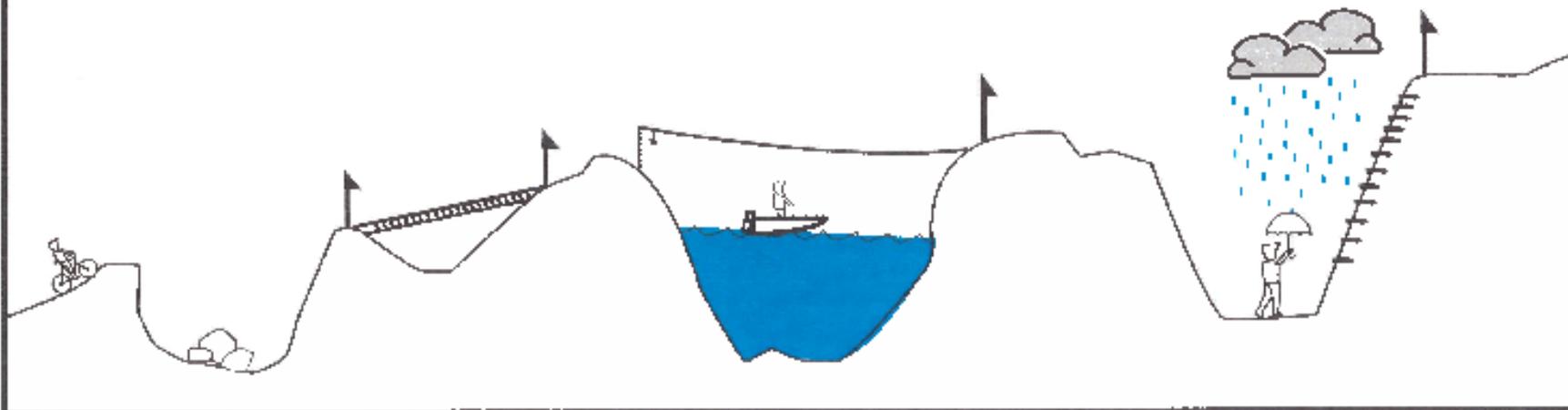
Gene Wilson

genecwilson@verizon.net

## Your plan



## Reality

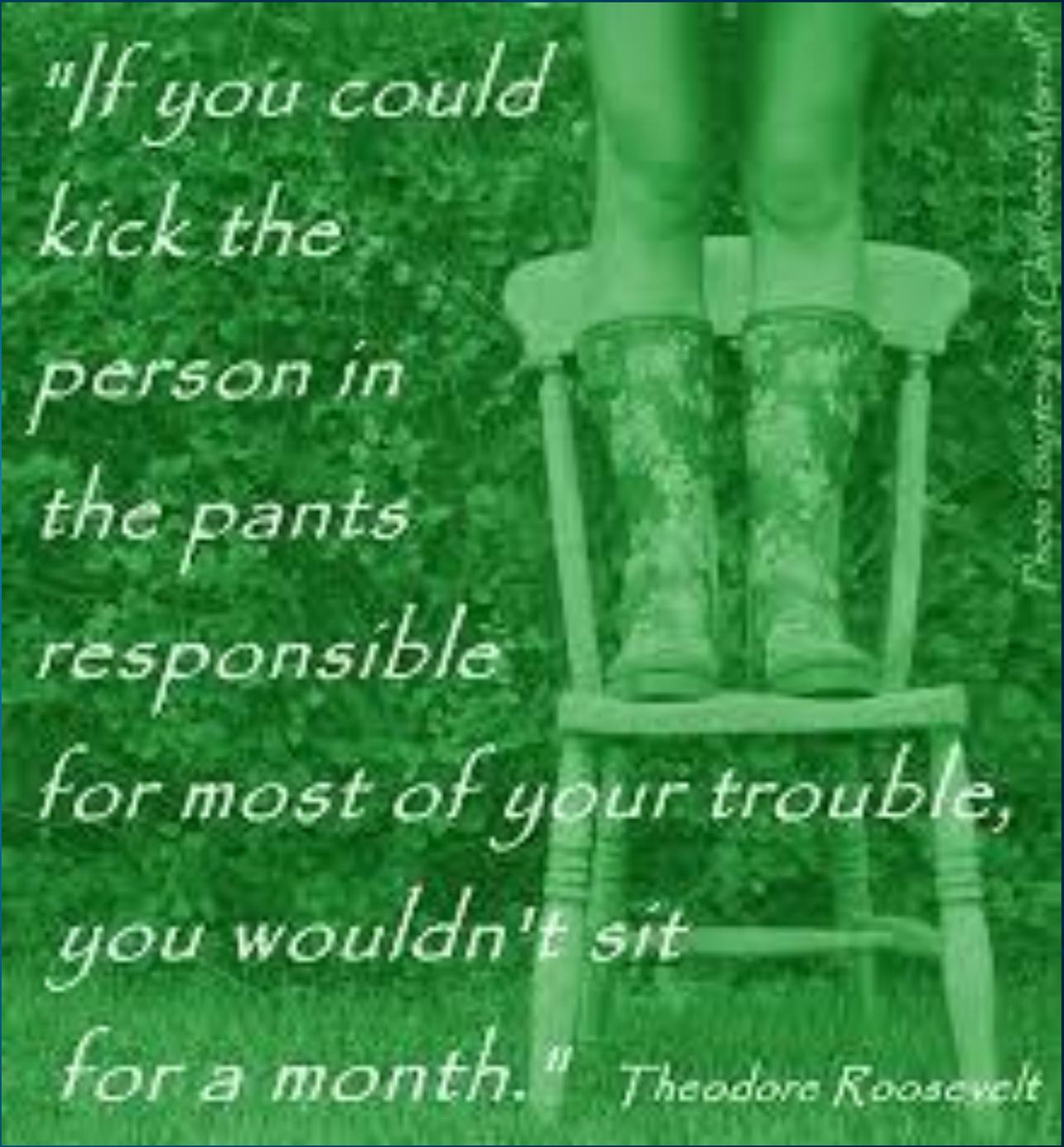


# Thank You

Gene Wilson

[genecwilson@verizon.net](mailto:genecwilson@verizon.net)

*"If you could  
kick the  
person in  
the pants  
responsible  
for most of your trouble,  
you wouldn't sit  
for a month."* Theodore Roosevelt

A photograph of a person's legs from the knees down, wearing blue jeans and brown boots, sitting on a wooden chair. The image is overlaid with a semi-transparent green filter. The quote is written in a white, cursive font across the left side of the image. The name 'Theodore Roosevelt' is written in a smaller, white, serif font at the bottom right of the quote. On the far right edge, there is a vertical credit line: 'Photo courtesy of Charlotte Moray'.