



INSIDER SECRETS REVEALED

Tips, Tricks & Strategies

From Our Interview With

Résumé and LinkedIn Expert

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Part 1

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INSIDER SECRET - Your résumé is not going to get you the job!

The purpose of the résumé is to get you the interview.

INSIDER SECRET - The lack of response is not because of your qualifications (or lack thereof).

The truth is whether or not you get noticed has to do with how well your résumé or application uses keywords and phrases related to the job posting.

INSIDER SECRET - You must have significant achievements.

Most professionals have significant achievements but they fail to keep track of them and leave it to their boss during the annual review. Anything that you can include that measures scope, growth rates, or close rates is far more powerful than saying "I'm good at my job." If you cannot share metrics, it means either that you haven't accomplished anything or you failed to measure your accomplishments. Either way, it doesn't look good.

INSIDER SECRET - Don't wait until you begin your job search to begin writing your résumé.

You should think about adding to your résumé throughout your career, especially when you are in a job you love. If you focus on being a better professional, it is easy to capture your accomplishments and as a result, you'll have a better résumé.

INSIDER SECRET - Don't copy and paste your job description when creating your résumé.

Copy/pasting your job description into your résumé leads to a generic document that speaks to things you may or may not have done and rarely speaks to outcomes, which is an essential element of a great résumé.

INSIDER SECRET - There is no preferred style for a great résumé.

Your résumé should be a reflection of you and be appropriate for your market. If you are in sales or marketing, you can be more creative, use color, vary fonts and be more visually appealing. If you are in finance, then you may want to be more conservative or traditional. Regardless, it is very important to note that applicant tracking systems (ATS) cannot read any text that is contained in a text box, in tables, headers, footers or columns. So, if your name and contact information is in the header, it may not be read.

INSIDER SECRET - It is not only the large companies that use ATS.

70-80% of companies use applicant tracking systems and online job boards have limitations when uploading your résumé to their system. You may miss opportunities not because you are not qualified for the role, but because your documents are not aligned with the trends and requirements of the modern job search.



INSIDER SECRET - Don't try to fool the ATS by hiding keywords in small font in your documents like tags on a website.

ATS have become so sleek and sophisticated that if you over match the job description, you can be flagged. In the end, it is about sincerity and having a bit of human voiced involved in communicating your value. Both under matching and over matching keywords and phrases can be detrimental.

INSIDER SECRET - Don't assume that the person who reads your résumé will be able to make the connection between your background and the job requirements.

The initial screener is usually not someone who understands the technical aspects of the position and therefore is looking for obvious fit. They also get hundreds of résumés and their job is to quickly reject as many as possible. As a result, they are scanning your résumé for a fit. Be specific and clear about how your achievements are related to the requirements of the job in a way that makes it easy for the screener to see the fit. Don't expect that the reader will read your résumé from beginning to end and will find your value. Make it easy for them by putting it up front and obvious.

INSIDER SECRET - Just because you are a good professional, doesn't mean you are able to communicate your value.

Capturing and communicating your value is a far more intense and detailed effort than just documenting where you were and what you did. To communicate your value, you need to speak in a human voice and tell your story in a way that draws the reader in.

INSIDER SECRET - Don't allow a gap in your work history to be a red flag on your résumé.

If you have a gap in work history, you need to either fill the gap with applicable volunteer or consulting work, or explain the gap as a choice or the result of personal circumstances that have now changed. Either way, address the gap in your résumé and/or cover letter so the employer isn't left questioning what happened.

INSIDER SECRET - Being prepared and open to opportunities is your best approach to the hidden job market.

Being prepared with a continuously-updated résumé is an important part of being receptive to those hidden opportunities when they present themselves, but it isn't enough. A great LinkedIn profile, nurtured personal connections, and a strong online presence are all incredibly important to having opportunities presented to you. Being prepared is incredibly important.

