



## **Resume Building Tips**

1. **If you have less than 5 years experience, limit your resume length to one page.**
2. **If you have more than 15 years experience, it is acceptable to exceed two pages (but not 3!).**
3. **Regardless of the length of your resume, the first 2/3 of the first page is the MOST IMPORTANT part of your resume. It should highlight who you are, where you've been, what your expertise is, and where you are going.**
4. **Resumes are NOT job descriptions and should not be written like one.**
5. **Resumes ARE your single most important piece of marketing material prior to the first interview.**
6. **Resumes ARE a chance to showcase your accomplishments and should be written to do just that. *Problem – Action – Result*. What *problem* did your team or your company face, what *action* did you take and what was the overall *result*? Use this format to create 3-5 bullet points under each key position you held throughout the last 10 years of your work history.**
7. **Resumes traditionally contain the following sections:**
  - a. Summary/Profile
  - b. Areas of Expertise
  - c. Employment History
  - d. Education
  - e. Technical/Special Skills (optional)
  - f. Honors/Awards (optional)
  - g. Professional Associations (optional)
  - h. Publications (optional)
  - i. Presentations (optional)
  - j. Licenses (optional)
  - k. Military History (optional)
8. **Protect your references and keep them separate from your resume.**

Follow the tips and increase your chances of getting hired – *exponentially!*  
For more information, visit us at [www.wry.com](http://www.wry.com) or contact us at 336-777-0250.



## **Top 5 Interview Pitfalls to Avoid**

### **1. Not having your 3-minute commercial ready!**

- a. Many interviews begin with the comment/question, ‘tell me about yourself.’ This is *not* your chance to go into a 15 minute dissertation on your political views. This is however your chance to shine! You now have 3 minutes to give the interviewer an insight on who you really are. It also is a chance to get them excited about meeting you. A good 3-minute commercial should include the following items:
  - i. Where you are from
  - ii. A little about your education
  - iii. Why you are in the market
  - iv. A work accomplishment you are particularly proud of
  - v. Where you hope to be in 5 years
  - vi. A personal fact (optional – and only if appropriate)

### **2. Answering questions with a simple ‘yes’ or ‘no.’**

- a. Every single question an interviewer asks you is a chance for you to highlight an accomplishment that made a difference to a former employer. You should have 3-5 short stories ready to share at any time during the interview. These should be something that did one of the following:
  - i. Increased sales, bottom line, top-line, profit, ROS, ROI
  - ii. Increased team work
  - iii. Increased morale
  - iv. Helped speed to market
  - v. Generated creativity or innovation
  - vi. Showcased leadership

### **3. Not doing your research homework**

- a. If an interviewer asks you if you have any questions. Your answer is emphatically ‘YES!’ This is the opportunity to let them know you did your homework. Find out everything you can about the company you are interviewing with.
  - i. Google them.
  - ii. Talk to people you know who already work there.
  - iii. Find articles about them.
  - iv. See if you can find an annual report.

- v. Learn about their culture, mission, or vision.
- vi. Use that research to ask questions. For instance, you could say, 'I noticed a great article on the news last week about your company where you are giving back to the community. Can you tell me about the company's philosophy on philanthropy?'
- vii. Best possible question: 'During my first 90 days with your company, what would be the most important things for me to accomplish and concentrate on?' This does two key things: 1) It gets the interviewer to actually visualize you in the job, and 2) It shows that you are genuinely interested in helping them be successful and achieve their goals.

#### **4. Not reading the interviewer's signals or closing the interview properly.**

- a. This is one of the most common mistakes. Keep your eyes on the person interviewing you. If they are glazing over, or tapping their fingers, bring your answer to a close quickly and move forward.
- b. When it comes to closing the interview – there is one very key item that most people forget to do – ask for the job! There is one very smart and strategic way to do this.....
  - i. As the interview closes, thank them for their time and get their business card.
  - ii. Ask the interviewer where they are in the hiring process
  - iii. Ask the interviewer when would be a good time for you to follow up with them. This keeps the lines of communication open.
  - iv. Let the interviewer know that your qualifications are a great match for the position, you really admire the company's values, and that you hope to get an offer from them soon. ( If they have 203 great job candidates with similar work background and style, chances are the one who asks for the job is the one that will receive the offer).

#### **5. Not following up as promised.**

- a. If you commit to something in the interview – follow up within 24 hours.
- b. Send a 'hand-written' thank you note also within 24 hours. E-mail thank you notes are also acceptable, but honestly, how many of us fly through our email and delete as much as possible? Hand-written notes get you noticed.
- c. If you followed the 'close' above, mark your calendar with the date you are supposed to call them to touch base.

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