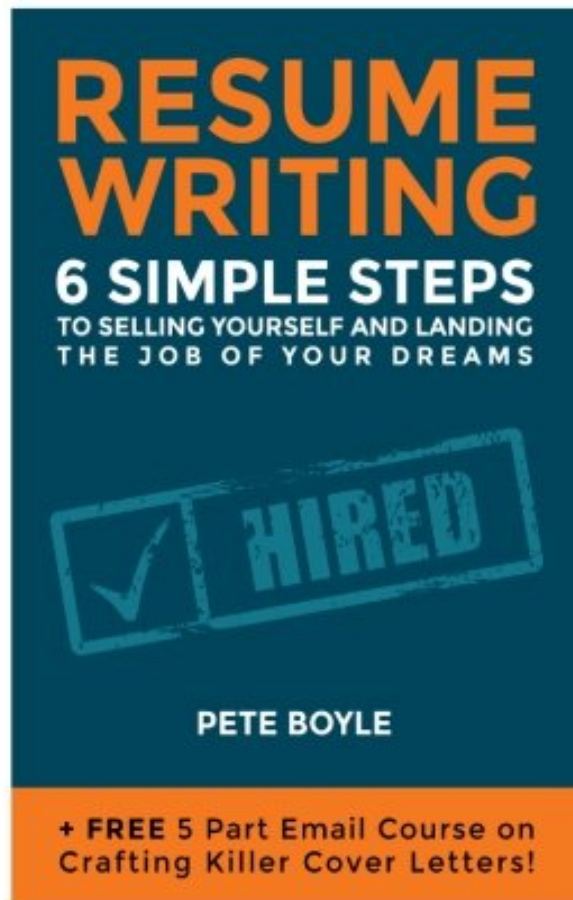


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Its incredibly frustrating, isnt it? That even your best efforts to craft an amazing resum fail. You spend days searching for the perfect position, polishing your resum and crafting the perfect cover letter. But after all that hard work what do you get in return? Nothing. No invite to interview and rarely even a rejection letter. And thats whats most frustrating. That after all your hard work theres zero recognition. No constructive criticism and nothing to help you improve. Youve spent hours creating a document which has accomplished nothing but you being completely ignored. So what is it youre doing wrong? The truth: A lot. The majority of resum advice youve received is wrong. A good resum is not just a list of the jobs youve held in the past or a rundown of your skills. A good resum highlights your achievements and helps you stand out as the ideal candidate for the job. The good news? Together were going to transform your resum from a simple list of past duties into an achievement focused, compelling letter that wont just get a response from recruiters, but will get the response you want. An invite to interview. Your resum is the most important element in finding a new job. A good resum gets your foot in the door. It makes recruiters want to invite you to interview to you to find out more. Its the first, and most crucial, step in selling yourself as the best candidate for the job. In this book youll learn a step-by-step method for creating a resum that cannot fail to impress. A method that Ive used as a professional copywriter to create winning resumes and corporate bios for dozens of high level employees in multinational firms. Theres nothing generic or ambiguous in this guide. Each chapter offers actionable advice and walks you through the exact steps you need to take to ensure your resum is the best it can be. Download this book and within a few days youll have the competitive edge to stand out from the crowd with a resum that makes recruiters want you. In this book youll learn: The fundamental problem with popular resum advice - How the advice youve heard is holding you back and the different approach thats guaranteed to capture recruiter attention. The secrets of effective resum design - Using scientific studies youll learn where recruiters attention is most focused. The secrets of effective research - Knowing that a company is hiring isnt enough. Youll learn how to discover what particular traits, skills and achievements that business most highly values Turning your research into a targeted, compelling resum - Knowing what a company wants and knowing how to demonstrate you fit their needs are two different skills. Youll learn how to quickly and easily establish yourself as the ideal candidate. A few professional editing tricks - Recruiters are busy. They dont have time to read through paragraph after paragraph of information. In this section youll learn how to edit your resum to make the same statement in as few words as possible for maximum impact. The all important final check - A few tips on how to finally check your resum to ensure theres no errors and its as good as it can possibly be. Two Awesome Freebies If you click the purchase button now youll also get two awesome freebies. The first is a spreadsheet specifically designed to make the research and writing stage easier. The second is a free 5 part email course of over 5000 words that explains how to create an awesome cover letter to accompany your resum. With a one-two combo of incredible resum and compelling cover letter, you cant fail to wow your recruiter. Hit the purchase button now to receive all three items and end your job search.

About the AuthorPete Boyle is a professional copywriter who has created sales and marketing materials for some of the world's leading brands and businesses. He specialises in Conversion optimisation and making your words work smarter. To learn more about Pete Boyle and the services he offers, head to [pjboyle.com](http://pjboyle.com)