

HOW TO WRITE THE PERFECT RESUMÉ

5 Ways to Fix Your Resumé
and Land Your Dream Job



THE
KEN
COLEMAN
SHOW

NEARLY EVERY WEEK on my radio show, people call in expressing their frustration with how many resumés they have sent out and how little response they've gotten back. A resumé without a relationship is worthless, but I'm going to show you how to leverage your resumé to land your dream job. It's time to rethink everything you know about writing a resumé.

Your resumé should be a one-page guide that leads right to an interview. To help, I'm going to walk you through a simple, five-step process that shows why and how you should flip your resumé upside down.

**If you want to get noticed, it's time to make your resumé noticeable.
Let's dive in.**



A handwritten signature in black ink, appearing to read 'KCE' followed by a long, horizontal, wavy line.

1

WHO I KNOW



REFERRALS /RECOMMENDATIONS



NAME

• _____
• _____
• _____



NAME

• _____
• _____
• _____



NAME

• _____ : _____
• _____ : _____
• _____ : _____



NAME

• _____
• _____
• _____



TELL THEM WHO YOU KNOW.

There's a lot of truth in the age-old saying, "It's not what you know; it's *who* you know." Yet almost every resumé template in the world lists references at the bottom of the page.

YOUR RESUMÉ NEEDS TO HIGHLIGHT RELEVANT RELATIONSHIPS AT THE TOP OF THE PAGE.

Your references need to matter to the people reviewing your resumé. That means your former leader or high school basketball coach won't make as much of an impact as a reference who's already employed at the company you're interested in.

EXAMPLE:

WHO I KNOW

Mark Smith (Marketing Manager): Mark and I have known each other for five years and used to train together at a boot camp class at a local gym.

Endorsement (from Mark Smith): I can attest to this candidate's work ethic, drive and integrity. If hired, they would be an excellent addition to our team.

You don't need a direct connection to establish credibility or leverage relationship capital. Many times, you may not know someone personally—but don't let that limit you. If a current employee recommends you for an interview based solely on a recommendation from a close friend or family member, it can still move you to the top of the list.

As you list your references, include their name, the amount of time you've known each other, and how you met. Then follow it up with a two-sentence endorsement from your reference.

2

WHY I WANT TO BE HERE



REFERRALS/RECOMMENDATIONS

• _____
• _____
• _____



ENTHUSIASM/
PASSION/VALUES



• _____
• _____
• _____



• _____ : _____
• _____ : _____
• _____ : _____



• _____
• _____
• _____

2

TELL THEM WHY YOU WANT TO WORK AT THEIR COMPANY.

You have established personal credibility with who you know. Now you need to wow them with your knowledge and enthusiasm about their company. Do your homework on the company's vision, purpose and mission statement. Why do they exist? What do they do, and how do they do it? Get to know who they are and what they stand for.

MAKE SURE TO DRAW THE CONNECTION BETWEEN YOUR VALUES AND THE WORK THEY DO EVERY DAY.

This is your chance to show them you are a good culture fit. Make sure to draw the connection between your values and the work they do every day. As they read, they should be able to sense your passion for the job. Share your excitement about having the opportunity to take on

the position, and be sure to express how much you'd love to play a role in the work their organization is doing.

EXAMPLE:

WHY I WANT TO BE HERE

I have long admired the mission of _____ (company).

I also am passionate about _____
(mission/work they do), because _____.

I am confident my skills and values would be an asset to the company. It would be an honor to have the opportunity to be a part of your team.

3

HOW I CAN ADD **VALUE**



REFERRALS/RECOMMENDATIONS

- _____
- _____
- _____



ENTHUSIASM/PASSION/VALUES

- _____
- _____
- _____



TALENT/CHARACTER /SKILLS



- _____
- _____
- _____



- _____
- _____
- _____

3

TELL THEM WHY YOU ARE A GREAT FIT FOR THE ROLE YOU ARE APPLYING FOR.

This is where you highlight your talents that are relevant to the position. Show them that they need you to win! Your passion for the role and the work should come across as they read more about who you are. Make sure to share your character strengths, in addition to your skills.

EXAMPLE:

HOW I CAN ADD VALUE

This role aligns well with my individual character qualities. I am a hard worker and a loyal team player, through and through. I am a quick learner with a high attention to detail. I am also results-driven and highly organized, but my true passion is helping people.

My areas of expertise include meticulous handling of accounting procedures, accounts payable and receivable, and organizational management. I am also well versed in performing HR functions, such as recruiting and payroll.

4

WHERE I'VE BEEN



REFERRALS/RECOMMENDATIONS

- _____
- _____
- _____



ENTHUSIASM/PASSION/VALUES

- _____
- _____
- _____



TALENT/CHARACTER/SKILLS

- _____
- _____
- _____



PAST JOB EXPERIENCE



- _____
- _____
- _____

4

TELL THEM WHAT YOU HAVE DONE IN THE PAST THAT IS RELEVANT TO THIS POSITION.

When sharing relevant experience, don't just list a job title. Instead, follow the title with a one- to two-sentence job description that includes what results you were responsible for producing in that role.

No one really cares that you were a camp counselor one summer on Lake Winnepesaukee . . . unless that experience is relevant. Don't list a job on your resumé if it has nothing to do with the role you're applying for.

EXAMPLE:

WHERE I'VE BEEN

Bank of America – Nashville, TN

July 2013 to March 2018

Accounting Director

Responsible for maintaining daily operations of the bank's accounting department. In charge of overseeing financial reporting and financial services. Managed a team of three people, all of whom advanced under my time in leadership.

5

WHAT I'VE LEARNED



REFERRALS/RECOMMENDATIONS

- _____
- _____
- _____



ENTHUSIASM/PASSION/VALUES

- _____
- _____
- _____



TALENT/CHARACTER/SKILLS

- _____
- _____
- _____



PAST JOB EXPERIENCE

- _____
- _____
- _____



EDUCATION/QUALIFICATIONS /CERTIFICATIONS

5

TELL THEM WHAT YOU CAN DO.

It's time to list any relevant education, training and certifications you hold. Note where you went to school, what years you were there, and what you got your degree in.

Don't discount yourself if you don't have a degree. Training and certifications are, many times, as important as formal education. Yes . . . you read that right. Your specific career path may not require a degree from a four-year university or an elite master's program. Focus on the experience and skills that relate to this specific job you are hoping to land.

EXAMPLE:

WHAT I'VE LEARNED

Bachelor of Science in Business Administration

University of Tennessee – Knoxville, TN

2003–2007

Certifications

Certified Public Accountant (CPA)

Enrolled Agent (EA)

PUT IT ALL TOGETHER



REFERRALS/RECOMMENDATIONS

- _____
- _____
- _____



ENTHUSIASM/PASSION/VALUES

- _____
- _____
- _____



TALENT/CHARACTER/SKILLS

- _____
- _____
- _____



PAST JOB EXPERIENCE

- _____
- _____
- _____



EDUCATION/QUALIFICATIONS /CERTIFICATIONS

- _____
- _____
- _____

PUT IT ALL TOGETHER.

It's time to take what you've learned and use it to create your new resumé. Get started with one of these resumé templates.

YOUR NAME
Accounting Professional with Leadership Experience
123.456.7890 • yourname@example.com • 123 Your Street, Your City, State ZIP
www.linkedin.com/yourname

WHO I KNOW
Include the name of a reference at the company you're applying for, the amount of time you've known each other and how you met.
"Include a short endorsement that your reference wrote for you here!" Suggested length: up to 50 words

WHY I WANT TO BE HERE
Write about why you want to work at this company. Communicate your knowledge and enthusiasm about the company and show that you are a great culture fit. Draw the connection between your values and the work they do every day. Suggested length: 50-100 words.

HOW I CAN ADD VALUE
This is where you highlight your talents that are relevant to the position. Your passion for the role and the work should come across as they read more about who you are. Make sure to share your character strengths, in addition to your skills. Suggested length: 100-150 words.


WHERE I'VE BEEN

Company Dates you worked there Title/Role	• Include a one-to-two sentence job description in bullet or sentence form that includes what results you were responsible for producing in the role.
Company Dates you worked there Title/Role	• To change the color of these bullets, go to the top menu and choose Format, Bullets and Numbering.
Company Dates you worked there Title/Role	• To adjust the width of the columns, click within the row you want to change, position the mouse over the column border and then click and drag.

WHAT I'VE LEARNED

• Degree Name School name Years attended	• Certification Name Program Name (if applicable) Years active (if applicable)
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CLEAN

**YOUR NAME**
Accounting Professional with Leadership Experience
123.456.7890 • yourname@example.com
123 Your Street, Your City, State ZIP
www.linkedin.com/yourname

WHO I KNOW
Your Reference
Their Job Title
Include the name of a reference at the company you're applying for, the amount of time you've known each other and how you've met.
"Include a short endorsement that your reference wrote for you here!"
Suggested length: up to 50 words."

WHY I WANT TO BE HERE
Write about why you want to work at this company. Communicate your knowledge and enthusiasm about the company and show that you are a great culture fit. Draw the connection between your values and the work they do every day. Suggested length: 50-100 words.
To replace the icon in the top corner with your profile photo, click and select the icon, then click the Picture Format tab, then click the Change Picture button.

HOW I CAN ADD VALUE
This is where you highlight your talents that are relevant to the position. Your passion for the role and the work should come across as they read more about who you are. Make sure to share your character strengths, in addition to your skills. Suggested length: 100-150 words.

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WHAT I'VE LEARNED

• Degree Name School Name Years attended	• Certification Name Program Name (if applicable) Years active (if applicable)
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CREATIVE

DISCOVER
WHAT YOU WERE

BORN TO DO.

Talk to Ken and get answers
to your career questions.



844.747.2577



ask@kencolemanshow.com

