

Why spend so much on a résumé service (perhaps written anonymously) when you can write a great one for yourself, at a much cheaper price, simply by following the guidelines in this concise book, *The 30-Second Impact Résumé*, written by one of Australia's leading résumé writers?

THE RÉSUMÉ SECTOR

- saturated with too many players, too many styles (some very old-fashioned), and a wide range of prices from free to very expensive, both for service and for books
- even some Internet job boards recommend poor résumé versions and the same can be said for agencies which offer support to the unemployed

THE NEED

- jobseekers want to market themselves in the best possible way but are confused
- jobseekers want to feel good about themselves through their résumé and motivated to start and then continue their jobsearch
- jobseekers want value for money
- employers and recruitment consultants spend very little time studying résumés and want the full story about a candidate at a glance, within 30 seconds at most

SOME MYTHS

- it is perceived that different sectors demand a different style of résumé. Apart from academia and perhaps acting, I dispute this. It is possible to have one style of résumé which fits all, and I have used this style for golfers, choreographers, nurses, and paramedics, as well as standard, everyday roles.
- many résumé writers continue to use a 'Career Objective'. This is only really relevant for people entering the workforce for the first time. Employers are not interested in career objectives – they just want to fill the vacancy

MY RÉSUMÉ STYLE

- is what my book is all about
- is one with a 30-second impact
- is what jobseekers, employers and recruitment consultants require
- applies to all levels from a cleaner to a CEO
- applies to virtually all sectors
- makes people feel good about themselves
- saves time for employers and recruitment consultants
- acts as a cover letter and tells the full story
- **works!**

'THE 30-SECOND IMPACT RÉSUMÉ'

- is a concise book through which anyone can write their own high-impact résumé
- is broken down into simple steps which are very easy to follow
- is great value for money at only A\$9.95
- changes people's lives

THE MARKET

- every unemployed person should have a copy
- all agencies helping the unemployed should purchase copies for their consultants so that they can provide a better service
- all agencies helping the unemployed should give a copy to each jobseeker
- every employed person seeking a new job should buy this book and hence save themselves a lot of money

ADDED VALUE

In some cases, a different approach is needed when a résumé simply won't work, for instance in the case of mature, over-qualified people. Some years ago I devised a flyer for an unemployed person and in 2009 I wrote one for myself. It worked. I dropped it into 30 businesses and found a new job. Flyers are featured in Chapter 13.

TESTIMONIALS

Four are featured on the back cover.

MY BACKGROUND

People are inspired by my story and from attending my presentations, and they can relate to me. I went from being a Director of Executive Recruitment and HR Consulting in Ernst & Young to working in a factory following redundancy. I know what it's like to hit rock bottom and bounce back. Check out my website at www.a-new-career-direction.com.

Martin Darke

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