



**tools for career success**  
**your career your way**

## Personal Resume Quiz

***Do you know the average job search lasts eight (that's E-I-G-H-T) months?***

So, how hard can it be to write a resume? You're smart You worked hard to get where you are today. You can throw together a few facts on paper. A quick Internet search and bingo! Dozens of free templates and e-books about resumes land at your fingertips. Pick one, type up a resume in a couple hours. Push the submit button, and you're on your way to getting your ideal job or starting a new career.

But, think about this. If those things worked, every resume writer and career coach on earth would be out of work. **If the books and templates work, why do highly paid, educated, successful people hire someone like me?**

First, a barebones resume won't get high-quality results. There is a difference between getting calls and getting real opportunities. Second, what works changes, just like all industries change. It's an automated process. You've seen what happens when Facebookk makes changes, right?

**Do you know you may get a call from a machine for your first interview?**

**Do you know how to excel in that type of interview?**

People with a solid education, current skills, and great work history, would not be without work for months, or even years, if it was easy to get through the automated systems and keep up with the market. So, let's see where you stand.

★  Yes  No Do you put career objectives on your resume?

This refers to stating you want to complete your degree, get into the management training program, attain a supervisory position, and so on. It's often on resume templates right under your name. This is an outdated item on resumes. Companies want to know what you can do for them. It's important to target the information to the job and the company. It may be different on every resume. Don't let that scare you. My motto is right tools, right plan, right result.



\_\_\_\_Yes \_\_\_\_No Do you list job responsibilities instead of stating accomplishments?

This is a tough one. Lots of people tell me that won't work for their position. They aren't in management. They don't get to make big decisions. Thing is, that's not true. Even a file clerk or mechanic has accomplishments. What about saving time by reorganizing tool storage or a filing system. See? My system teaches you how to find, document, save, and include real accomplishments, on your resume



\_\_\_\_Yes \_\_\_\_No Do you use a personal email with a funky name? For example. SoccerJoe@xyz.

There was a time email wasn't free and plentiful. Now, there's no excuse for not having a professional email address with your name and without your favorite team or sport or whatever. It's about more than just your name and being professional. It affects the automated systems. Personalized email addresses may also work against you if the interviewer hates tattoos, soccer, or the Packers. No, it's not fair, but give yourself a chance. Show them how great you are before issuing a challenge.



\_\_\_\_Yes \_\_\_\_No Do you forget to spellcheck or grammar check? Is it "good enough" when you're in a hurry?

Remember, spelling and grammar checkers are not perfect. They don't all sort out words that sound alike or have weird spelling. Writers use tips, tricks, and programs, to catch pesky errors. Professional writers check their work and their customers' work too. Do you know your resume is now considered your first interview? Better make it good! There may be 200 more people applying for the same job.



\_\_\_\_Yes \_\_\_\_No Do you put two spaces after periods, colons, and some other punctuation marks?

That's a hangover from typewriters, handset fonts, and the limitations of printing presses. It made printed material easier to read. However, it has negative consequences used on resumes. It can date you, because younger people never learned to do it. It also calls your skills into questions because professionals keep up on the latest styles and requirements, regardless of their position.



\_\_\_\_Yes \_\_\_\_No Do you try to disguise problems, such as gaps or firing, by using a resume format that's not chronological? A common one is the functional resume. It's supposed to showcase your skills and downplay flaws in work history.

That wasn't a bad idea at one time, when people reviewed resumes. Now, it's likely to get your resume dropped from the system and never seen because the ARS (automated resume system) or ATS (applicant tracking system) can't find required information or picks up info (such as dates) and puts it in the wrong places. A problem that leads to your resume becoming totally scrambled.

★  Yes  No Do you use bright colors, headshots, or graphic resumes designed on Canva to submit online? One word. Don't. The application systems don't handle graphics reliably. To those systems, it's just a picture. Another picture problem is adding your photo. Many companies discard resumes with photos. Why? Potential for discrimination. They reveal age, sex, race, weight, tattoos, and many other things. HR departments navigate a minefield of regulations. If they prescreen based on a written resume, automated application, and/or a cover letter, they can't be accused of discrimination based on visual information.

### How did you do? Did you learn anything new?

★ It's a lot to take in and think about every time you need a resume, and this is not everything. Where do you stand when you get asked for your resume? The pros are ready to whip out their resume anytime. Could you? Are you proud of it?

Even if you own your own business, you need a resume. Why? It's a great starting point for venture capital fairs, customers who need background before making a commitment, investors, bankers, and vendors.

★ **Let's get acquainted!**

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