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HOW TO WRITE

**THE PERFECT**  
**RESUMÉ**

5 Steps to Fix Your Resumé  
and Land the Dream Job

THE  
KEN  
COLEMAN  
SHOW



**NEARLY EVERY WEEK** on my radio show, people call in expressing their frustration with how many resumés they've sent out and how few 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 GET STARTED!**

## 1. 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 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.

### ▶▶ Your resumé needs to highlight relevant relationships at the top of the page.

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.

#### EXAMPLE:

##### ▶ **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.

## 2. Tell them why you want to work at their company.

You've 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're 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: ▼

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. Tell them why you're a great fit for the role you're 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.

### ▶▶ Show them that they need you to win!

#### EXAMPLE: ▼

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

## 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: ▼

**Bank of America**  
**Nashville, TN**  
**July 2014 to March 2019**  
**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. 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: ▼

**Bachelor of Science in**  
**Business Administration**  
University of Tennessee—  
Knoxville, TN  
2003–2007

### Certifications

Certified Public Accountant  
(CPA)  
Enrolled Agent (EA)

# PUTTING IT ALL TOGETHER.

It's time to take what you've learned and use it to create your new resumé. Use the example below as a guide, or get started with one of our resumé templates.

## YOUR NAME

**Accounting Professional with Leadership Experience**  
 123.456.7890 • [yourname@example.com](mailto:yourname@example.com)  
 123 Your Street, Your City, State ZIP  
[www.linkedin.com/yourname](http://www.linkedin.com/yourname)

Who you know

Why you want to work at their company

Why you're a great fit for the role you're applying for

What you've done in the past that's relevant to this position

What you can do

1.

### WHO I KNOW

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**This is where you include the name of a reference at the company you're applying for.** You should also include 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

2.

### WHY I WANT TO BE HERE

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**This is where you 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.

3.

### HOW I CAN ADD VALUE

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**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.

4.

### WHERE I'VE BEEN

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<b>Company</b> Dates you worked there Title/Role	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Company</b> Dates you worked there Title/Role	<ul style="list-style-type: none"> <li>• To change the color of these bullets, go to the top menu and choose Format, Bullets and Numbering.</li> </ul>
<b>Company</b> Dates you worked there Title/Role	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

5.

### WHAT I'VE LEARNED

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<ul style="list-style-type: none"> <li>• <b>Degree Name</b>                School name                Years attended</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Certification Name</b>                Program Name (if applicable)                Years active (if applicable)</li> </ul>
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— Daniel T.

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