

**PROFESSIONAL RESUME PLUS**

**HOW TO PREPARE FOR THE RESUME INTERVIEW**

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1. **Get us any relevant information on your background**. These can include:
   1. Former or current resume
   2. Link to your LinkedIn URL.
   3. If you don’t have a resume, please use the attached “Resume Template” and begin to type in the information.
2. **The information we need is basic**, and don’t panic if you don’t have tons of details. But here are the basics:
   1. Employer Name
   2. Employer City/State
   3. Dates – you can put in Months/Years, or just years. We usually use just years
   4. Education
      1. Completed degrees
      2. Additional college or graduate school coursework that didn’t result in a degree
      3. Professional Development – including certifications or in-house training. If you can’t get this all together prior to the phone call, no problem.
3. **Additional support documentation**. Can include:
   1. Links to incidents that you will use in your resume (such as a conference attended, or something that was recognized online)
   2. Performance Reviews
   3. Certificates
   4. Letters or emails of praise.
4. **Possible Job Openings**. Some of our clients have actual positions they are definitely wanting to go after. If you do, that is fine. Best way to get that to us is to
   1. Go to the position posting online.
   2. Open an MS Word file.
   3. Cut and paste the link to the posting at the top of the first page.
   4. Cut and paste the content from the ad into the file.
   5. You can email multiple positions if you want.
   6. If you have NOT done this yet, again, no problem. It is not necessary for the interview. But – if you have the time and interest, you can do the “Finding Sample Openings” exercise, which is explained later in this memo.
5. **Mentally Outlining some STAR Achievements.** This is an optional one, but a good one. One of the elements that makes our resumes so effective for clients is that we help bring your background to life through our unique blending of “STAR Achievements” and the use of the cloud.
   1. To learn about that, we suggest you look at the details later in this memo about “Creating One or More STAR Achievements”.
   2. You do NOT need to actually write up the info prior to the interview. But ideally if you can come up with three or more examples that you can speak with John about at the interview, that would be great.
   3. Usually John will go over these with you as part of the interview and then you and John will agree on the best incidents for the STAR treatment.

The rest of this memo will detail steps that typically are taken AFTER the resume interview. But if you are especially ambitious, and have the time and desire, you can definitely go through these and do as much of them as you wish.

To do that you will want to access the ‘Learning Center’. We created customized log-in credentials for you, which are in the email to which this memo is attached.

**#1 - Finding Links**

The first helpful thing you can do is to find some links we can use. These can be to online sources (find the URL). Many clients report that they get positive responses about the links – it adds another dimension into the resume – taking it from two dimensions to three dimensions.

Sign in.

Go to “Getting Started”

Go quite a bit down the page to “Webinars You Can Watch”

Then go to “Links”

You can download or print out “Finding and Creating Links”.

You can also watch “Finding and Creating Links”.

Then

* Research links to any online web addresses that we can use in your resume.
* The obvious ones are employers and educational institutions.
* The less obvious ones involve any articles or media coverage about something we will mention in the resume.

Cut and paste them on an MS Word file. Cut and paste the link into the document and then “Title” it – indicating what it is, where it fits into your resume.

**#2 - Finding Sample Openings**

The next helpful thing you can do is to find a couple of sample positions that might be of interest. You may have already done that, and if so, go right to the STARs. If you haven’t, here are the directions. To do that:

First, go to “Getting Started”

Scroll down to the Indeed.com Exercise.

* You can point and click on the blue link and download or print the written material on it.
* It is pretty clear, but you might want to watch the webinar. It is a simple matter of choosing a geography or not, and using keywords. The most important keywords are those that would be in an actual job title.
* If you can find actual job possibilities in your intended geography, that is the preference. That way we can create material completely geared to the particular opening (s).
* If you can’t find something that you want to actually apply for, then do a “national “ search. Leave the zip code box and leave it blank. Then find some job “types” or templates.
* To send me the results, please either cut and paste the job content into an MS Word file (multiple positions in one file fine), along with links to where you found it. Jobs come and go, so the link will be helpful in determining if it is still “live.”

After you have exhausted that route, another GREAT resource is LinkedIn. Go to the ‘Jobs’ section and again use your keywords. You are also welcome to check out any other site that might be helpful.

**#3 – Creating One or More STAR Achievements**

The single most impactful thing you can do is to study, and prepare, some “STAR” achievements. The STAR system has worked extremely well for us, and, recognizing that this isn’t easy to do, I ask you to spend some time and emotional effort putting some material together for us.

Staying in “Getting Started”, go to the top of the page. On the first bullet, click on the blue “Achievements in Your Resume” link and either read it or print it.

As you will read, there are MULTIPLE types of achievements (measurable successes, awards, projects, “saved the day” moments, etc.). And I want to get not just the incidents themselves, but what caused it.

* Zero in on is to either outline or actually create some content for a few “STAR Achievements”. To do that:
  + Print out or at least read one or more of the “Brubaker Star Achievements” (there are three of them)
  + Download the “STAR Achievement Blank Sheet”.
  + Using the “Save As” feature in MS Word create one or more files for STAR Achievements.
  + Start by just drafting some information into the S T A R sections.
  + If you want to watch me as I create STAR achievements There are two webinars which have a total of three of these. You can watch and listen as I create them.
  + If you can have either an outline of these achievements or a more detailed write up of them, then you are ideally ready for our interview.

**#4 Create LinkedIn Account or Customize Your LinkedIn URL**

Our clients are usually in one of two situations.

* **No LinkedIn Presence**

If you do NOT have a presence on LinkedIn, please create an account and customize it to your name.

Here is how you get to create your account:

<https://www.linkedin.com>

All you need to do is to create the account. We recommend that you use a personal email address, not a company email address. Reason is that as you are in a job search, the personal email address is more permanent and more private.

What will happen is that you will get into a situation where LinkedIn is starting to ask questions such as your current employer, current job title, etc. So, stop there. If we are doing your LinkedIn profile as part of your package, we also will upload the content for you.

Once you have done that, we then recommend that you do the second step – and create the customized URL.

* **Original LinkedIn URL.**

Many of our clients have a LinkedIn account, but it often is the same one they were given when they first signed up. I just looked up my brother Jason’s LinkedIn profile. Here is his URL:

<https://www.linkedin.com/in/jason-brubaker-80a64a3/>

You can see – it has the alphanumeric content after his name. If you have something similar, then follow these directions to create a customized, name-based URL:

* **How to Create a Custom LinkedIn URL**

Log into your LinkedIn profile

          Go to “My Profile:

          On the upper right part of the screen click on the horizontal bar which says

                   “Edit Your Public Profile”

          At the top right go to “Edit public profile URL”

          Click on the pen symbol to the right of your URL

          Change it to a name-based URL

          We recommend you first try your name – first and last.

Second – if that is already taken, use your name with a middle initial.

If that doesn’t work, then there are various other options:

If you have a graduate or professional degree, you can use that.

For example, if I had an MBA, I could use:

Johnkbrubakermba

Then email us the new URL.

That’s it for now! Enjoy!