



***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.**



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.**

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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)

# PUTTING IT ALL TOGETHER



## REFERRALS/RECOMMENDATIONS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## ENTHUSIASM/PASSION/VALUES

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## TALENT/CHARACTER/SKILLS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## PAST JOB EXPERIENCE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## EDUCATION/QUALIFICATIONS /CERTIFICATIONS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# *YOUR NAME HERE*

## **WHO I KNOW** (Referrals/Recommendations)

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.

## **WHY I WANT TO BE HERE** (Personal Statement)

I have long admired the mission of \_\_\_\_\_ (company). I also am passionate about \_\_\_\_\_ (mission/work they do). 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.

## **HOW I CAN ADD VALUE** (Talent/Character/Skills)

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.

## **WHERE I'VE BEEN** (Past Job Experience)

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.

## **WHAT I'VE LEARNED** (Education/Qualifications/Certifications)

Bachelor of Science in Business Administration

University of Tennessee – Knoxville, TN

2003–2007

Certified Public Accountant (CPA)

Enrolled Agent (EA)



DISCOVER  
WHAT YOU WERE

# BORN TO DO.

Talk to Ken and get answers  
to your career questions.

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