

**SHOULD YOU USE A PROFESSIONAL RESUMÉ SERVICE  
OR DO IT YOURSELF?**

The job search can be a very frustrating experience, especially for those who have been out of the market a while. Whether you are exploring a new career, transitioning into a different industry, or are one of the many workers who suddenly find themselves unemployed, you are facing a challenging job market. Looking for work can be especially difficult if you are a recent college graduate, or if you have been forced by economic circumstances to come out of retirement.

Today's job market is a buyer's market for the employers who are hiring. Now more than ever, there is fierce competition for any position that is out there. A professional resumé will be a key contributor to your success. Most job searches start by sending out resumés to get to that crucial first step - the desired interview. But how do you get there?

"We recommend a one page approach if possible," says Frank Wiedner, General Manager/Editor/Writer of AAA McKinstry. The company has been in the employment and resumé writing business since 1952. "If you have an extensive job history, or are applying for a higher level management position, two pages are stronger, but never exceed two pages. Curriculum Vitae are the only exception to this rule.

"Our resumés are tailored to meet today's standards," Mr. Wiedner adds. "For example, we no longer use job objectives, and we refrain from quoting the number of years experience. Yes, fifteen years of experience may sound good to some employers, but it may be too short or too long for others. We know how to highlight experience and accomplishments in more strategic ways."

**How to submit your resumé to a prospective employer and follow up?** Most resumés today are e-mailed or uploaded through the Internet. They may reach the right party, or they may end up in the spam folder or even accidentally or intentionally get deleted. How can you be sure that your resumé actually gets where it needs to go?

Many employers today scan resumés for key words, which in most cases obliterates the format and spacing of the resumé, making it more difficult to read.

"We strongly recommend following up after e-mailing by mailing a hard copy on quality parchment or linen paper in a conservative color," says Mr. Wiedner. Why? It's simple! Employers will see your resumé again and be reminded of you. Some employers don't even print out a hard copy of your e-mailed resumé. Sending a hard copy in the mail also shows that you are taking the extra step to sell yourself in a professional manner. It works! "As a professional resumé service, we offer and encourage this strategy to all of our clients. For most of them, this strategy has paid off."

Also, more employers today have a panel interview with two to five people on the panel interviewing one candidate. We encourage all of our clients to take five copies of the resumé with them on the good quality paper to present to the panel, but only after the introduction, even though they may have an e-mailed copy of your resumé in their possession. It shows you are representing yourself professionally with an easier to read conservative colored resumé.

Very few people do a proper thank you letter after the interview. On occasion employers find it hard to decide between two or three equally qualified candidates. That thank you letter could be a tie breaker in your favor, if the other candidates don't follow through with a letter (e-mailed and/or mailed hard copy).

**Why use a professional resumé service?** Many of us find it hard to write about ourselves - summarizing our career history while simultaneously applying the key words and sentences that make our resumé strong, effective and distinctive. Remember, a resumé is like an advertisement. It must

pique the reader's interest enough to make him or her want you to come in for an interview. That is the ultimate goal.

A resumé has to be more than just a data sheet full of dates, names, titles, and endless bullet points with job descriptions. It must be carefully crafted. For instance, for those in sales/marketing, public contact employment and management, the resumé must sell you or else the employer may not be convinced you can represent the employer's products and services properly.

It may take you many evenings to read the various books written on the subject of resumé writing, along with all the advice from Internet sites. It's a daunting task, to say the least. Meanwhile, the job opportunities don't wait. Our professional service has the expertise to capture your key skills and strengths as well as your personality in easy-to-read yet attention-getting formats.

"We can complete a resumé by next day if necessary, but ideally we like to take a few days to get it just right," says Gary Grace, Senior Writer/Director of Recruitment at AAA McKinstry. "We know how to handle unstable gaps in employment, as well as how to diversify an individual in different industries and positions within the same resumé." Some resumé services will tell you that you will need a separate resumé for each position you are applying for. Sounds realistic. With our approach/style you won't need various resúmes unless the positions you are applying for are so far afield from one another. In most cases all you will need is one resumé covering various positions you might be interested in.

**How to select a service?** There are many choices out there - from low-cost Internet downloadable templates to secretarial services working from home-based offices. We highly recommend a service that is easily accessible and that you can visit. "Being able to meet the writers with a face-to-face, free consultation, and understanding exactly what you are getting makes all the difference," says Tracy Neis, Senior Writer at AAA McKinstry. "We take the time to get to know our clients, and make them feel confident about themselves and their job search. Confidence is what employers like to see."

Here are some of the questions you should ask when contacting resumé writing services:

1. How long have you been in business?
2. Do you employ professional employment trained writers to produce the resumé, or simply typists?
3. Do you have various options, styles and prices of resúmes, or just one or two styles?
4. How do you stay up-to-date with current industry trends?
5. Do all of your resúmes follow a standard template format, or do you customize for each individual?
6. Does the service offer a free one-on-one personal consultation?
7. Do you get resumé feedback from clients only, or from clients and employers?
8. Do you work out of your home, or are you in a committed business office location?
9. Is the resumé service a one-person operation at that location?
10. Can the resumé writer show you samples of resúmes in your field or profession?
11. Can your resumé service write for recent graduates, all fields/industries including up to physicians and top-level executives?
12. How do you handle updates? Do you keep the resumé on file for future updates and are you charged for storage?
13. Does this resumé service put an accent on both é's (résumé) or just the last é? Proper research will show that the accent is only on the last é. Even MS Word's spell check is incorrect.

But most of all, be sure to research the resumé service at the local Better Business Bureau on line, or call them. (Does the service have complaints or unresolved issues? Does it have an **A+** through **F** rating?) AAA McKinstry has earned an **A+** rating and has been an accredited business by the BBB since 1993.

**How much should you pay for a professional resumé?** Cost depends on the complexity of the clients' needs and what type of formats they choose. "McKinstry offers over eight different resumé models, ranging anywhere from \$50 to \$380 for one page resúmes. Prices could also be \$100, \$150, \$200, \$250, \$300 and \$350. Two page model resúmes begin at \$100 and go up to \$680. We also

created an exclusive executive format priced at \$1200 for those demanding incomes in the \$200K to seven figure range,” says Frank Wiedner. “Once we show the different options, we make recommendations, but we allow our clients to pick and choose based on their budget and other factors. We also offer value-added services at no charge, such as career counseling, interviewing preparation, salary negotiations, and assistance with follow-up/thank you letters.”

**How important is keeping your resumé up-to-date?** This may come as a surprise, but many companies require resúmes for even internally posted jobs. You may already have the promotion or position, but you may be asked to provide a resumé. “We have many clients that come in just for this reason. They are already in the job, but their company requires an up-to-date resumé,” says Mr. Wiedner. Once your resumé is in our system, you will never have to pay full price again. It will be an update price.

**How often should you update your resumé?** AAA McKinstry highly recommends that you update your resumé with your latest employment and education experience whenever job responsibilities change. “We offer unlimited updating for our clients at a minor cost. We recently updated a client whose resumé we did over 30 years ago,” says Mr. Wiedner. “Another reason to always have an up-to-date resume is networking. As you communicate with your friends, neighbors, former co-workers and members of your community, take advantage of any job leads by presenting an up-to-date resumé. Networking is still the most powerful tool to obtaining a job. Always have your resumé ready when opportunity knocks!”

AAA McKinstry is a member of the Better Business Bureau. Its staff includes a Certified Personnel Counselor through the California Association of Personnel Consultants. AAA McKinstry offers free one-on-one consultations. For further information or a free article “Resúmes of the 21<sup>st</sup> Century” ©, call the main office at 714-543-9363 or visit their website at [www.aaamckinstry.com](http://www.aaamckinstry.com).

Good luck in your job hunting!

P.S. Below is a resumé sample, not to use.



# THOMAS D. EDWARDS

5555 Kennedy Ave.  
La Puente, CA 99999

Tel. 555-555-5555 - E-mail: Yahoo@gmail.com

**OBJECTIVE:** Desire a challenging and rewarding career using my 7 years of experience in my position as a Financial Services Administrator where I can use my acquired skills within a progressive environment and the opportunity for advancement.

## EMPLOYMENT:

Sept. 2015 to Oct. 2016

shows instability

Bank of America  
Newport Beach, California  
Account Executive, Financial Services

Train employees, coordinate activities, manage money desk.  
Obtain accounts. Troubleshoot.

July 2008 to May to 2009

Beverly Hills Bank  
New Accounts Representative  
New Accounts, teller, safe deposits. Also vault teller and back office. Customer service as needed.  
Also worked Mac/PC computers.

Mar. 2007 to May 2008

Washington Mutual  
Huntington Beach, CA  
Customer Service Representative

Teller, host, new accounts, supply ordering and back office. Did surveys, typing, filing, 10 key and computer operations.

Apr. 2005 to Mar. 2007

Disneyland  
Anaheim, CA

Host  
Handled money, Acted as host.

## EDUCATION:

Orange Coast College - Certificate  
West Bend High School (2002)

## PERSONAL:

Excellent Health/Married/Born: 6-8-84/Height 5'9"  
Weight 160 lbs.

## INTERESTS:

Art, Classical Music, Reading & Golf

## AFFILIATIONS:

Young Republicans, First Methodist Church and Choir.

## REFERENCES:

Available upon Request.

REJECT