

**John Long, Author of CAREER JUDO,
Offers 12 Mindful Steps to Follow When Crafting Your Resume:**

Many people find themselves in search of that elusive creature known as the *perfect resume*. I'm asking you to simply be mindful of the following steps, from **CAREER JUDO**, as you build and promote your number one brand: YOU.

1. If you have earned a graduate degree (M.S., MPA, MHA, MBA, Ph.D., DBA, etc.) and/or professional certifications (CPA, PMP, CFP, Leed AP, etc.), list these after your name in the heading of the resume. Why? *This immediately lets the reader see the extra effort you've put into your career development.*
2. Under your name, list 3 Branding Titles. These are either titles you have held, titles you feel qualified to assume, or functional areas. Choose either titles or functional areas, but do not mix. Why? *The reader gets a clear sense of your desired roles.*
3. List your city and state, your one BEST phone number, and one BEST email address. Make sure your email address is appropriate for a career search (you may consider setting up a new, free email specifically for your search. Why? *You can direct job search inquiries to these contacts.*
4. Write a brief Professional Profile (summary) of about 3-5 sentences. Use interesting action verbs and avoid personal pronouns and overused words and phrases, such as "accomplished". Think of this as a mini elevator speech. Why? *The reader now knows the immediate value you offer his/her organization.*
5. Make sure to include the URL of your LinkedIn profile as the last line of your Professional Profile. If at all possible, make sure it relates to you and is as simple as possible. Example: *Full professional profile can be viewed at www.linkedin.com/in/johnelong.* Why? *Your Resume is the "Cliff" notes, and your LinkedIn Profile should be the book.*
6. The Core Strengths and Areas of Expertise section should include 8-12 targeted hard skills that relate to the roles to which you are applying. Try to be specific and avoid clichés such as "good communicator" or "strong people skills". Why? *These will also serve as key words when your document is scanned by recruiting software.*
7. For your Career Progression, list each role you have held in reverse chronological order (most recent first) with the specific company below the title and dates out to the right. Titles (your contributing roles) are more important for visual scanning. Give 2-3 sentences offering a bit of a description of the company and a little about your role. Why? *Recruiters and hiring managers hate functional resumes (they do not want to piece together your background). This approach provides clarity on your history.*
8. Each role should have a bulleted list of your accomplishments (change up the sub heading of these: *Key Accomplishments, Core Deliverables, Key Achievements, Completed Projects*, etc.). Try to include quantifiable metrics (budget, % increase, team size) wherever possible. For previous roles, use the past tense of verbs. Why? *You are communicating "I can do this and more for your organization"!*
9. Professional Affiliations & Development Activity should include the most relevant organizations that you have been involved with over the last 3-5 years. Highlight any leadership roles and training received for specific skills and certifications. Why? *This area should be tailored to the position you are applying for and communicates that you are serious about your career progression.*
10. Under Education, list your formal, higher education in reverse chronological order. Include focused content such as clubs, sports, internships, co-ops, student leadership roles, and studies abroad, along with action learning (key projects from your junior and senior year or graduate studies that point to real-world scenarios and case studies). Do not list courses taken - these are obvious. Why? *You're providing clarity surrounding your higher education and the type of work you can deliver.*
11. If space allows, include personal interests, social advocacy, and community involvement as applicable. It is your choice whether or not to include content on sensitive topics (religion, politics, sexual orientation). Why? *This can spark positive interest from the reader, since they are looking to hire a human being to also enhance their culture.*
12. Unless this is a Curriculum Vitae (C.V.), common for scientists/researchers, professors, medical doctors, lawyers, etc., your professional resume should not exceed two typed pages, no smaller than 10-point font single spaced. Choose a font that is visually appealing, not distracting (in print and digital format). Why? *Can we please stop all this fuss about the one page resume. If you are including strengths and accomplishments based content throughout your resume, and it runs to two pages, the reader will likely exert the energy to scroll the cursor on their computer screen to "Page 2".*

Download John's sample (with embedded notes) of a professional resume under THE RESUME section on the RESOURCES page at **CAREERJUDO.COM**.