



What is the Financial Value of Your Résumé?

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You've probably never considered what your résumé can mean to you financially. How much will you lose if you are out of a job for an additional month, two months, or six months because your résumé is not generating enough interviews? Someone making \$24,000 will lose \$6,000 if unemployed during a 3-month job search. Someone making \$60,000 will lose \$15,000 if unemployed during a 3-month job search. How long will it take to make this up financially?

What is your résumé worth to you, if it lands a salary that is \$200 more per month, increases your salary 10%, doubles it, or adds \$20,000 - \$30,000 or more to your annual income? It costs you only a few hours of time and a few dollars to improve your résumé and generate higher salary offers – while it can take years to achieve similar salary advancement through job promotions.

RATE YOUR RESUME TO SEE IF IT WILL GENERATE THE SALARY YOU WANT!

As you go through this quiz be extremely honest. Don't fudge your answers trying to give yourself a higher score. Answering these questions honestly will pinpoint weak areas and identify what needs improvement. Rate your résumé using 5 as the highest number you can score and 0 as the lowest number you can score.

Have you analyzed help wanted ads or job descriptions to identify the top skills required for the jobs you want?

5 4 3 2 1 0

Glancing at your résumé, where does your eye go first, second, third, fourth and then fifth? Are these skills that will hook an employer's attention in 5-10 seconds and ensure that your résumé isn't discarded?

5 4 3 2 1 0

Do your job title descriptions or skill heading descriptions convince employers that you can make strong bottom-line contributions? Do they explain how you have helped to improve productivity, streamline operations, improve morale, cut costs, maximize sales or profits?

5 4 3 2 1 0

If any of your job titles do not match the job you want or make you sound less qualified, have you modified them or replaced them with skills you possess that do match the job you want?

5 4 3 2 1 0

Does your branding statement make it clear the type of position you want or the type of skills you wish to use?

5 4 3 2 1 0

If you were to graph each job title or skill heading in your résumé, how would you rate each one by asking yourself, “Does this job title make my image go up or down in relation to the job and salary I want?” “Do all of the job titles and skill headings in your résumé present a close match to the job you want?”

5 4 3 2 1 0

If education is one of your strongest qualifications, is your education and training described in depth? Does this section demonstrate how your education or training relates to the job you want? Does it illustrate the skills you’ve gained that will aid you in performing this job?

5 4 3 2 1 0

If you have gaps of more than 1 year between jobs have you used year-to-year dates rather than month-to-month dates to detail your work history?

5 4 3 2 1 0

Poor Rating 9 points or less: If your résumé scored 9 points or less, you’re in big trouble. It’s likely that you will receive few, if any interviews, and that the job offers you do receive will be at lower pay rates than you desire!

Average Rating 27 points or less: If your résumé scored 27 points or less, you’re still in big trouble. Most résumés score in this range and are quickly discarded by employers!

Above Average Rating 36 or less: If your résumé scored 36 points or less, it is in the top 30% to 20% but remember employers select only the top 5% of all candidates. That means you'll still lose interviews and job offers to applicants who score 40 points!

Top Rating 40 points: If you scored 40 points – congratulations! If your résumé really is a Top Scorer, you should receive a high number of interviews and should land premium salary offers.

If you scored 39 or less...Don't waste time in a prolonged job search by using a weak résumé. Don't accept a salary that's less than you deserve. Remember, each month you're not working is costing you a month's salary.

Compare what you will lose financially to the cost of your own personal, dynamic résumé that will market you to potential employers reflecting your very best accomplishments and skills related to your area of interest.

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