

**“YOU’RE HIRED”** ©



—YOUR—  
*ultimate guide to creative*  
**RÉSUMÉS** ©

**RÉSUMÉS**  
—get interviews—



**INTERVIEWS**  
—get jobs—

*American Marketing Associates*  
—AMA—

## **Mission Statement**

We will provide our clients with the highest quality

- **creative résumé guidelines,**
- **cover-letter formats,**
- **interviewing skills techniques,**
- **career coaching guidance, and**
- **job-leads sourcing.**

Our mission is to provide timely, positive, and targeted published information, plus templates and/or materials, or assistance focusing particularly on: creative résumé writing, effective interviewing skills, attention grabbing cover-letters, credible job-lead ideas, effective techniques for job-searching, and other relevant job-getting, career coaching, “tips” that might lead to job interviews and finally, a job offer.

### A Commitment To Our Clients

We are committed to continually provide our clients with the latest developments, findings, and computer trends, relating to career-information services. Our goal: to support this plan with continuous research and evaluation of strategies gathered from current human-resource and personnel management resources.

## **Web-site Security Statement**

Any and all data provided to this web-site will be used for the exclusive use of this site. Never will it be sold, given, or shared with any other web-site, interest, business, vendor, vendors, person, or persons, ever.

# “YOU’RE HIRED”

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# The “You’re Hired” career guidance series

## —*For Creative Résumés*—

“*You’re Hired*” *your ultimate guide to creative Résumés* is a professional, DIY (do-it-yourself) résumé guidance packet. Regardless of your age, background, experience, or education, this résumé guidance—**applies to everyone**. To lend credibility to this overview, you may also wish to review the history of the development of this series. If so, click on “[About Us](#)” and/or the “[You’re Hired](#)” *Series* to read, or download this background information about this creative workbook.

**Regardless of your employment level**, be it a Manager, or Executive, like the Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO), President, Vice President (VP), Human Resource Officer (HR), Director, Supervisor, Team Lead, Lead, or any other level of management, plus all the way down the business ladder to even new, entry level personnel, virtually all of these positions have been assisted by the *AMA* “*You’re Hired*” programs.

**Regardless of your field of employment**, or what ever your interest and background, be it in wholesale or retail, industry or commerce, manufacturing or distribution, non-profit, construction, crafts, trades, sales, arts, technical, medical, scientific, government activity, or whatever, it will work for you.

### Your package includes:

- (1) a lengthy “Introduction” followed by a 7-step workbook of instructions, combined with
- (2) in-depth explanations for each step, and the necessary “draft forms” used to combine with
- (3) several unique sets of information and concepts to help you be a “winner” while you use
- (4) numerous examples, that illustrate every single step. (*see more items, noted below*), plus
- (5) guidance for using the “Achievement Method” to creating your unique bullet-points, and
- (6) about 300 “Gorilla” words, to help set your résumé apart from the competition.

**Most résumés fail because of**, poor formatting design, and/or weak wording, or worse yet, simple listing of your “duties & responsibilities” for each job noted on your résumé. This is very boring, yet, sad to say, it IS actually the information most folks provide on their résumés. Even many résumés produced by so-called professional résumé services fail because of these weakness. Using this system, you will go beyond this.

In addition to the 4-items noted above, “*your ultimate guide to creative Résumés*,” also includes:

- (7) a *unique*, multi-page section of instructions on the ***Achievement Statements Technique***. These are techniques you use to develop wording and ideas/concepts that can truly make your résumé *sparkle with interest for a reader*. This section also includes,
- (8) ***hundreds of “Explanation bullet-Points”*** (count them, 7 full-pages) which are unique to this ResumeWinners, do-it-yourself (DIY) Resume Workbook. These are points that clearly “explain” why you left a particular job, why you are looking for a new job, and/or in some cases answer that troubling question, of “Why is there a gap in your employment history?” This leading-edge technique has proven to be extremely effective and is included in your workbook, plus there are,
- (9) ***300 “Gorilla” words***, for your use, when developing your bullet-points, to insure each point begins with an action-word, that captures a hiring managers interest, and

(10) ***Achievement Bullet-Points***, which you will use instead of using paragraphs.

Use a mix of information and formatting, on YOUR **résumé**, to give you a strong edge over your competition (and you are in competition when doing a job-search). Your **résumé** will present points that show a prospective employer what you can do for them.

**Create statements that go beyond, just “duties & responsibilities.”** This technique is based on easily understood, concepts and words, that allow you to write simple, honest statements of fact. However, without the guidance of this information, you may not do it well. Many “professionals” do NOT go beyond "duties & responsibilities," Perhaps because it is easier not to, and they still get paid for doing a "Professional" job for you. But, you can do-it-yourself if you use the techniques in this workbook. Then in the future, when you need to create another resume, you will clearly know how to produce one that WILL get you job-interviews. You WILL see a difference?

**This 7-step Resume Workbook, guides you step-by-step**—right from the beginning, with easy to understand instruction, and numerous, logically displayed examples provided to insure your success. You will use successful, proven formats and style concepts that can capture the attention and interest of prospective employers. In-depth field-testing, with managers and human resource (HR) professionals, is the source of the proof of the success of *ResumeWinners.com*, guidance.

**“Explanation” Bullet-Points & “Un-asked Questions”** (also known as “Begging the Question.”) As a hiring manager reads about your current job, or most recent last job, wherein you describe great examples of your skills and successes, they pause. Oops! You may have created an *Un-asked Question*, meaning you have stimulated a troubling question. One they cannot ask you about unless they do a job-interview, which generally means NO job-interview. The instructions below are intended to help eliminate that possibility. (*The Résumé workbook has complete details and nearly 100 “examples.”*)

As you review your own **résumé**, if an *Un-asked Question* comes to your mind, you can be sure it will come to a prospective employers mind, as well, as they read your qualifications. *The You’re Hired - Résumé Workbook* has an 8-page section of details, plus nearly 100 “*Explanation*” *Bullet-Points* to ANSWER such questions. This “*Explanation*” *Bullet-Point* technique, used by Professional **Résumé Writers**, can give you a decided competitive-edge over your competition. Your competitor’s will distribute **résumés** with *Un-asked Questions*—NOT answered. But you WILL HAVE answered yours using this technique and, hopefully, stimulated a job-interview, while theirs has being tossed out.

### **Summary of this do-it-yourself (DIY) Resume Workbook**

In the full Workbook, you will receive proven, professional, step-by-step guidance for creating your own professional **résumé**, and that is the very reason *ResumeWinners.com* exists, as a do-it-yourself (DIY) **résumé** service.

**\*NOTE:** For a complete list and reviews of ALL of the instructional “*You’re Hired*” *Series* workbooks, such as: “*Résumés*” - “*Creative Cover-Letters*” - “*Job Interviewing*” - plus several others, click on “[Products](#)” and/or on “[Free Stuff](#)” to discover many useful career-oriented materials free for downloading.

***And much, much more***

# Thank You

For reviewing the ultimate guide to “Résumés, Workbook”

To order this comprehensive workbook,  
click on “**Products**” then *Résumé Workbook*

you may wish to consider using other  
*Resume Winners.com*  
workbooks  
in the  
**“YOUR HIRED”**  
*Series*

Check out all the “Products”  
Including: “*Your ultimate guide to creative...*”

- *Résumés*
- *Cover-Letters*
- *Job-Leads – “Treasure Chest”*
- *Job-Interviewing*
- *Job-Seeker’s “Tool-Box”*
- *Your Hired—Kid – résumés for 14-19 year old youth*
- 

—PLUS—

Check out all of the FREE information and guidance  
by clicking on “Free Stuff”

For example the incredibly informative “FAQs”  
or check out “About Us” and/or the “You’re Hired” Series  
to learn about other useful materials available for  
your job-search.