



## Wow! A Free Resume Critique! Awesome?

Have you had this experience? You're expanding your search by browsing a variety of websites. You're creating profiles and selecting your specialty areas, when off to the side of the screen or embedded in the text of instructions is the offer of a **"Free resume critique – a \$75 value."** This seems like a great idea. After all, while you trust the consultants at Career Development Partners and the resume advice and tools to steer you along the proper path, and you're being diligent in following the process, you still aren't confident about how marketable you really are. So, a free resume critique from an outside source sounds great. Not only that, it's offered by someone who's a certified professional at resume writing. Wouldn't it be prudent to take advantage? Probably not. Here's why...

First, you will receive a long and seemingly detailed "critique" of your resume that will likely tell you that your resume is universally bad. It just doesn't represent you well at all, they will say. After all, you are much more valuable than this document conveys. Here are some of the messages you are likely to receive about your resume ... all are copied from one actual four-page free critique:

- The summary doesn't get you off to a super fast start.
- For one thing, the format is off.
- ... but you just aren't presenting and capturing your experience well.
- We really need to work on elevating the language throughout the document.
- ... don't see any current buzz words or keywords.
- ... no hiring appeal to this resume.
- ... styling is very bland and the overall design is not eye-catching.
- Your resume is definitely not marketing you in your best light.
- It doesn't pull its weight.

And finally, an innocent invitation:

- Go back and re-read your resume and you will see what I see – this document is selling you short.

Well of course you'll feel it's selling you short after that barrage of criticism! Over 90% of this language turns out to be boilerplate. In almost 20 years of career consulting I have seen this business model surface hundreds of times, and I have never once seen a free resume critique result in a positive opinion of any resume. And why is that? Because the whole point of the free resume critique is to entice you to spend \$500 or more on a new resume crafted by a Certified Professional Resume Writer (CPRW).

I mean no disrespect to the CPRW designation, but in all honesty, it's just a formal certification -- a piece of paper -- for what is considered a basic skill possessed by any experienced and competent career counselor. The one element missing from this "pitch" is exactly that element most honored

by the seasoned career coaches at CDP, namely to make absolutely certain that the resume you use is your very own and reflects accurately your thinking about the value of your accomplishments. A resume is only as good as the person who shows up behind it.

Second, organizations selling resume services promote the idea that your resume isn't getting you interviews. We all know that while a resume is an important marketing tool, the power of relationships and personal referrals is equally important. Typically, the culprit in not getting the attention you deserve is most often the latter, not your resume. Your free resume critique will be filled with messages that overplay the role of the resume in your transition.

Third, always remember the distorting impact of any free service. Why are they offering you this wonderful service of a free resume critique? To generate a fee-based service, of course.

If you have concerns about the effectiveness of your current resume, talk with a consultant at Career Development about your concerns and work together to make sure that the most powerful document for you emerges. And, if you would still like to have your resume reviewed by someone else, the consultant will help you identify a smart way to handle a review.

The fact is: you should never have to pay a penny for resume assistance while you are eligible for Career Development Partners services. You have more resources at your disposal for your transition than 80% of your competition. Be sure to take full advantage, starting now.