

GETTING PAST THE 15 SECOND SCAN

Writing a résumé might not be all that difficult for you, but having to read them is a completely different story. That's because all too many *self-written* résumés **lack focus** and contain huge boring words. They have a reputation of being pretentious and vague, and most employers don't want to read them all the way through. Yours won't be the only document on the Hiring Manager's desk, so it must look good, be reader friendly as well as easy to understand.

Most résumés get a 10 - 15 second before deciding if this one goes into the **keeper pile** or the **circular file**. The writing must be crisp and get the reader's attention. **Here are some tips to get past the 15 second scan:**

Write a summary or Professional Profile that gives an effective overview of your experience, talent, knowledge, and special skills. Give the reader a hint of your most selling qualities right at the top of the résumé. {Check out my article: [FORMULA FOR CONSTRUCTING A SELLING FOCUS STATEMENT OR SUMMARY.doc](#)}

1. Write your summary / profile / positioning statement to: a) capture the reader's attention; b) make sure to match your employer's stated requirements with your qualifications; and c) showcase your strengths, accomplishments, and achievements.
2. Use a quality linen paper that photocopies well. You never know how people will be looking at it.
3. Do **not** fold your resume, but instead use a large (9x12) white catalog envelope. Folds can blot out lines of text, just in case your résumé is scanned. Folds can also crack laser toner right off the page. Your resume will look so much more professional if it's not all folded up. {*Think crisply pressed interview outfit vs. here's what I wore to sleep and just rolled out of bed five minutes ago!*}
4. If your paper contains a watermark, be sure the watermark reads correctly and in the same direction as the text on the paper. Hold it up to the light. If it's backwards, or upside down, your résumé might be thrown out as this communicates that you *don't pay attention to details*.
5. Make effective use of white space and format the document to project your professional image at the proper level.

If you can catapult your reader through those 15 seconds enabling him/her to get farther and on to your *deliverable value*, your chances for a job interview will significantly increase.

Make those 15 seconds count!



Mark Berkowitz is the owner and President of Career Development Resources, LLC. *Changing lives and revolutionizing careers since 1985*, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in dozens of books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the Professional Assn. of Résumé Writers and Career Coaches. He has been helping clients successfully advance in and/or change their careers for over 36 years. With a Master's Degree in Career Development and **four specialized certifications** (National Certified Career Counselor, Certified Professional Résumé Writer, Int'l Certified Job & Career Transition Coach, and Certified Employment Interview Professional), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a “Résumé Guru” by members of the Professional Assn. of Résumé Writers and Career Coaches.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “**Acing The Interview**” and has been named as the “**Professional of the Year 2024**” by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “... **one of the leading résumé writers in the U.S. today**” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Masters Institute has acknowledged Mark as “... **one of the most talented career counselors I have ever met.**”

You can contact him at 1+ (910) 883-5013 or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.

*See how you can **benefit from professional expertise instead of suffering from your career mistakes.***