

## *Strategies To Optimize Your Résumé Submissions*

So now that you have identified your job targets and found some ads or postings worth responding to; ... **how do you maximize the effectiveness of your efforts???** Find as many ways to connect with those employers as you can. Those channels can include: responding via LinkedIn; posting your résumé to the recruiter's or company's website; a mailing address; fax number; as well as the official company's / hiring manager's work e-mail address or personal fax.

### **MAKE USE OF ALL OF THESE CHANNELS!!!**

That's right; you might be sending your résumé to the same recipient three times! "***But won't that seem like I'm being too pushy?***" you might ask. Not at all!!! Here are the reasons why this strategy will certainly work in your favor. Firstly, most other candidates won't bother following through on this strategy, primarily because *they just don't know any better*. But we all know that: (1) things can get lost in the mail; (2) e-mails get lost in cyber space or get improperly routed; and (3) fax machines have been known to 'eat & mangle' received transmissions. So, if you are following this strategy, you are *covering all of the bases* ensuring that your employment documents get through and also achieving the result of setting yourself 'apart from the rest of the herd'. You've taken the time and trouble to make sure that it gets through, no matter what. The employer recognizes that you put in the extra effort. ***You will have made an excellent first impression before the employer has even heard the sound of your voice!***

### **SPACED REPETITION – Using all channels to connect with an employer**

Marketing professionals rely on an operating principle called 'spaced repetition'. They will tell you that your advertising piece needs to get in front of your target audience at least three times before you even get noticed. Creators of 'info-mercials' take advantage of this strategy: {But wait! If you order NOW you get the free Ginsu knives!} Many years ago, I tried advertising via Valpak mailings and my marketing rep told me that it generally takes at least three mailings before people remember that they saw your coupon. And as an aspiring teen musician, rehearsing in a garage we all 'knew' (don't ask me how we all knew this because I can't tell you why) that "...**YOU SHOULDN'T JUDGE A SONG UNTIL YOU'VE HEARD IT (wait for it) 3 TIMES**". Now let's take a look at how this applies to you becoming an applicant to a posted job vacancy (or anticipated vacancy).

You have dug out the 'contact intel' on your target company and are using the 'snail mail', fax, and electronic (e-mail attachment and posting) channels. **This three-pronged contact approach works for the smart applicant on a number of different levels.**

Firstly: You ENSURE that your résumé gets through. Just one misplaced keystroke in the e-mail address and your résumé is off to 'who knows where' in cyberspace; never to be heard from again. And you might never receive any notification that your e-mail was 'undeliverable.' Do letters and packages sometimes get lost or severely delayed in the U.S. Mail? Maybe not often, but they sure do! And you can also run into various problems with fax machines.

So, the savvy applicant makes use of all three channels to make sure that their résumé gets to the intended recipient.

*But won't the hiring authorities think that I'm being too pushy sending my résumé in to them three times?*

Nothing could be farther from the truth! You've already **demonstrated that YOU don't leave things to chance** ... to fall between the cracks.

You have differentiated yourself from the 'rest of the herd' whose only effort was to click with their mouse. You have made the effort to ferret out important information for getting your application package directly to the decision maker which delivers a strategic psychological message: this candidate goes the extra mile! This candidate puts in the *extra effort!*

Earlier I mentioned the **SPACED REPETITION STRATEGY**. Here's where it comes into play as a *force multiplier*:

- ⊕ The hiring manager arrives in his/her office to discover your résumé in the fax machine and quickly skims through it, intending to give it more attention later on.
- ⊕ Sometime later, s/he checks the incoming e-mails and here is your résumé. Two things come into play in your favor: **a)** a bit of reinforcement through repetition as s/he has already read the first 10 seconds worth and gets a second helping; and **b)** progresses a little bit further down the page to discover some of your outstanding achievements or career highlights that were missed on the first skim.
- ⊕ A day or so later your résumé arrives in the mail, printed on quality paper. Now this quality contrasts favorably with the submissions of your competition; for example ... if s/he prints theirs out, it most likely comes out on cheap photocopy paper. Which one do you think projects a higher level of professionalism? Additionally, s/he is now seeing your résumé a third time, **enabling key qualifications to penetrate a bit deeper** into the 'top of mind awareness' as well as giving the document a bit more of a thorough read.

## **This Makes You MORE MEMORABLE**

As of this point the hiring manager / decision maker hasn't met any of the candidates, hasn't heard any of them speak to determine how articulate they might or might not be and has devoted less than 30 seconds of 'eyeball-scanning' to the résumés sent in by the rest of the herd of anonymous candidates. How much relevant information has s/he learned about your competition? Now let's compare the first impression that you have made. *S/He has seen YOUR résumé a minimum of three times* ...been informed about some of your significant accomplishments ... discovered that you are **more motivated** than most of your competition and in all likelihood **potentially a more valuable hire**. Who would you extend the invitation to interview? .... You are already starting out ahead because the conversation will be centered around your most marketable attributes.

Clients (of mine) who have put in the little bit of extra effort enabling them to distribute their self-marketing documents: Résumé and strategic cover letter, have yielded a substantially higher success rate in landing that all-important interview.

They have: separated themselves from the 'rest of the herd'; demonstrated a higher enthusiastic energy level and taken advantage of the 'force-multiplying' spaced repetition.

***All in all, this synergy equals a winning strategy.***

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 nearly two dozen 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 & 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*” 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.*”



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