

OVERCOMING THE RESUME TRAP (and Blue Mondays)

by **Jack Edward Olson**, author of “HOW TO FIND OPPORTUNITIES AND CASH IN ON THEM, How to get the best job you ever had even when there is no opening.”

IS THIS YOU?

Have you ever been forced into a job you didn't like because by the time you got it, you were desperate? . . . a job that used very little of your experience, or left you exhausted, with no time, energy, or money to get something better? And pity the senior who is considered as potential liability, regardless of his experience, and the poor kid just out of school with no experience at all.

THE TRAP

The resume process is time consuming and does nothing to increase your value. Worse still, the job-winner is not necessarily the best qualified. The contest is at least partly between resume writers. So, your resume may only become a well polished means for screening you out.

Countless books and courses teach people how to write resumes and interview. The problem is that all this effort only teaches people to be better competitors. The process does almost nothing for creating new jobs. Resumes are good and sometimes necessary, but they can trap you into filling a slot, becoming just a hireling, for something you hate. Going to work should be a pleasure. There are other ways.

NOW THE GOOD NEWS:

Here is one process that can get you into the best job you've ever had, even into business, often much faster than depending on a resume.

1- BE SPECIFIC: Know exactly where you want to work. Focus on a single industry, and narrow that to four specific businesses. Understand what you would like to do there and have a goal in mind of how you will advance. The challenge now is to find a way to contribute a specific company either with ideas, physical resources, valuable services or personal contacts – even before you are hired. Here's the process:

2- MAKE YOURSELF VALUABLE. Get information: Locate a library that has census publications. There you will find valuable statistics. The SRDS offers mailing lists, valuable for judging market sizes for their products or services. Next, look through their publication listings. You can order sample copies, and in many cases, subscriptions are free. The articles contained in these publications will set you apace. Check The Readers Guide and Ulrich's for articles on specific topics or products and services. Talk to authors about their articles. Much of the material they gather doesn't get published. That information will frequently go beyond anything your prospects have read. Be able to quote industry leaders

Biographies are a good source..

3- KNOW THE COMPANY: their processes, products, and key people. Order copies of their literature. Memorize the company credo. Look for interests you have in common with individuals you want to talk to. Visit the Secretary of State's office and read the company's charter. Visit their web site and download their latest Stockholder's Report. That single act will set you well ahead.

Learn of industry problems. Editors and writers are a good source. You might also discover a new materials source or someone with whom your prospect should be acquainted.

4-MAKE YOURSELF MEMORABLE. Prepare a few single-page informative sheets such as charts and statistics, that can be used as handouts. They will be happy to have them and hear about any new information you have uncovered and people they should contact, especially if you are able to refer them to a service of interest. and you will be remembered..

5- POSITION YOURSELF AS A PARTICIPANT in the business. Understand their growth potential. The daily routine of business dulls the original enthusiasm of its founders and owners. Reawakening that enthusiasm will make you one of the team. Sharing new information establish you as a friend of the company. Suggest a solution to one of the industry problems, but don't emphasize (or even mention) the problem.

6- WHAT'S NEXT? You may get job offer, a request for a proposal, or a direct invitation to become a supplier of materials or services with advanced payment get you started in business! You may move beyond the content of your resume. In fact, your resume could disqualify you from your new position. Imagine hearing, "That's a great idea. We'd like you to come aboard and do it." Or, "If we don't hire you it will be like firing our best employee!"

7- STAY WITH IT. Unlike a resume that can hold you back, this process will make you desirable. If this process doesn't work on the first business, go to the next on your list. By then you will have become so well tuned that your performance will be much better.

MONDAYS CAN BE EXCITING!

Jack has been hired into a variety of positions spanning several fields, with no need for a resume. He has presented seminars on creativity and business start-up for schools, corporations and government. and as a design consultant, created many jobs. He has been offered several business and is now operating a manufacturing business which he was paid to start.

This article is based upon the book, "HOW TO FIND OPPORTUNITIES AND CASH IN ON THEM by Jack Edward Olson, available through Amazon.com and Barnes and Nobel.