

The Five O'Clock Club

300 East 40th Street – Suite 6L New York, New York 10016
Phone (212) 286-9332 Fax (212) 286-9571 Email: PR@FiveOClockClub.com

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CONTACT:

Jared Kreiner, Publicity
Richard Bayer, Ph.d
Tel. 212-286-9332
Fax 212-286-9571
www.FiveOClockClub.com

How to Write a Winning Résumé: The Proven Approach For a Tight Market

(New York) — “Most people have heard the statistics,” says Richard Bayer, Chief Operating Officer of The Five O’Clock Club, “the average résumé is looked at for only ten seconds. But that’s no reason to be discouraged. Following a few simple steps can make your résumé stand out from your competition.”

- **A Summary Paragraph** highlights your accomplishments and tells your audience exactly what they need to know about you. The first two lines of the summary tell exactly who you are. For example; Marketing Manager/ With Strong International Experience. The summary can help the reader quickly grasp the applicant’s level. Easiest way: “Managed staff of up to...” OR “Managed budgets of up to...” Also include 2 or 3 bulleted accomplishments, the ones you most want the reader to know about. According to The Five O’Clock Club, the end of your summary should include a statement or two that addresses your personality or approach to the job, such as “Strong working relationships at all levels,” or “Known for getting budgets done efficiently and correctly.”

- **Guide the Reader**— “Your name is not the most important part of the resume,” notes Bayer. “Hand your resume to a ten-year-old and give him ten seconds to tell you which words pop out. Or pretend that *you’re* 10.” Highlight and bold phrases you want your reader to see. Such as, **Reengineered company and increased profits by 8%**, or **Reduce costs while increasing efficiency**. Don’t underline more than 10% of your résumé, highlight just enough to draw the reader in to read see your accomplishments. And remember: words that are **bolded** do not pop, words that are underlined do not pop, only **bolded and underlined** words will get your reader’s attention.
- **Words and Phrases to Avoid:**
 - Don’t say “results oriented” or “problem solver.” You’d better be! These phrases have become clichés.
 - Don’t say, “proven record of success.” Instead, offer some proof statements in the summary.
 - Don’t say, “Creative, energetic, organized” unless these traits are highly unusual for your field or industry
 - Don’t say, “responsible for..” Instead of “responsible for managing 55-person staff,” say, “Managed 55-person staff.”

Overall Appearance— Make sure there is plenty of white space. Do not squeeze the information into one page. “If you need to take more than one page, go for it,” says Bayer. The one-page-résumé-rule is a myth, and no longer applies to today’s job hunter. The idea of a single-page résumé started when people spent decades with one company. Today most people have been in their jobs for only four years! There simply isn’t enough space on one page for most people to adequately describe their accomplishments, let alone list the jobs they’ve had

For More Information: **Building a Great Resume** by Kate Wendleton, Published by Career Press. \$12.99 195 Pages. Based on the highly successful methods used at The Five O’Clock Club, America’s Premier Career Counseling Network, where the average participant finds a new job in less than 10 weeks.

The Five O’Clock Club is the only career program in which members meet with professional counselors and peers on a regular weekly basis in a friendly, club-type format. The Club offers small group career counseling across the U.S. and Canada.

Richard Bayer, Ph.D., is an economist, ethicist and author on labor economics, and also the Chief Operating Officer of The Five O’Clock Club. He is a frequent guest on local and national media including the TODAY SHOW, CNN and others. He and the Club have also been featured in The Economist, FORTUNE and other publications. Dr. Bayer is co-chair of The Employment Roundtable, a group of industry leaders and government personnel who converge each month to discuss trends in the workforce.