

AN ADVERTISING FEATURE

SUMMER JOBS SAFARI

SMART Classified

AAA McKinstry asks the question

Is your resume being eliminated in 5 to 30 seconds?

AN ADVERTISING FEATURE

By Miriam Sosky

AAA McKinstry

All resumes are alike, aren't they? They show a name, address, telephone number, education and job history. Anyone could write one. And anyone could print it from a computer format, couldn't they?

Sure. So why bother to hire a professional service?

Why indeed?

In case you are not aware of this, the job market is still swamped with applicants. Unfortunately, California has experienced a rash of large layoffs and downsizing, and the trend does not seem to be ending. In today's climate, after employers place a single ad in the newspapers, they report receiving 50 to several hundred resumes in response.

With a huge pile to review, some personnel staff members admit to doing preliminary scans that last from five to 30 seconds. So, if your resume contains bad grammar, or

any other negatives, you will probably not even make the first cut.

As you probably already know, most companies will not meet with you until you fax or mail a current resume. Since this will be the employer's very first contact with you, it is wise to be sure that your resume will stand out or at least be placed into a "to be read" pile. The best way to go about this is to engage a professional resume service with extensive years of experience.

"A professional resume is a necessity to compete in California," said Frank Wiedner of AAA McKinstry Personnel Agency and Resume Services. "With the vast applicant pool out there, the employers have plenty to choose from. Certainly they will be more impressed by a professional resume as it shows that the applicant values himself/herself by presenting a top notch, impressive resume."

Today's resumes should be composed by professional target-mar-

keting-trained writers who understand the importance of attracting and impressing your target reader in the type of industry or work you are seeking.

The true value of a resume is not only in its "look," but in the choice, construction, and logical layout of the words. Do they suit your target? Are you able, in a few words or sentences, to impress the reader enough to make him or her want to take the time to read your job history? Your resume needs an effective opening summary that clearly states what you can contribute to the company. This should interest the reader in your skills and talent and, therefore, motivate the reader to read the entire resume.

This is where a professional resume service can be of critical assistance.

"Our writers receive daily input from our personnel specialists who are working within today's ever-changing employment climate. If we

learn of anything employers don't like or consider a negative, we cut it from the resume. And, if we find something new they like to see, we add it," Wiedner said.

"A professional, employment-trained writer knows how to effectively present a candidate to a potential employer. Our writers have been trained to maximize vital information in a unique and concise approach utilizing minimal space. Simply stated, we say more using less words."

Wiedner recommends a strong opening paragraph that shows how your skills can benefit the prospective employer. A professional writer also will create your resume to target multiple employment options.

"By choosing to engage a professional resume service," Wiedner said, "you have made a very wise investment in yourself and your future."

Still, you say, you don't know about spending the money. How

about if you look at this a little differently? When you buy a car, do you just buy the cheapest one? Or, are you looking for the car that best suits your needs? Isn't a car an investment? Without it, you would be inconvenienced, to say the least.

Selecting a professional writing service to create your resume is truly a wise investment in your future. It is convenient, because all you have to do is show up and give them some basic information. You can use it more than once, since it will work for multiple markets.

But, what about the future? Well, if you use a professional service that has been established for numerous years, you can be reasonably assured they will still be there when you return for an update. You will not have to start all over, as all your information will be in the computer.

Your "update investment," therefore, should be minimal.

However, do not make the mis-

take of thinking all resume services are the same. You should take some time and research the various companies, asking questions such as: How long have you been in the business? Do you have a fixed format, or do you have a selection of resume styles/models to choose from? Do you have one fixed price or a wide range of pricing options? Do you hire clerical staff or professional writers? Are you a member of the Better Business Bureau? Then call the BBB at 527-1195 to see if what they claim is correct.

AAA McKinstry is a member of the American Search and Placement Association and the Better Business Bureau. For information or a free brochure, call A Best Resume Service offices at 543-9363 in Tustin/Santa Ana; 859-9595 in Lake Forest; 848-1988 in Huntington Beach; 774-7677 in Anaheim; 739-1505 in Buena Park; or 646-9090 at Costa Mesa.

Employment 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	Employment Cont. 225	
★★★ LOAN PROCESSOR ★★★	LOAN OFFICER Auto loan serv. Co. in Inglewood, CA. 12 mos. exp. req. 12 hrs. week. CC req. 12 hrs. week. Auto loan serv. Co. req. 12 hrs. week.	RETAIL PRODUCTION MGR. Rapidly growing 7 yr. old C.C. mortgage bank is seeking a	ATTENTION LOAN OFFICERS Are you interested in a great deal of money, low risk, and a great job? We are looking for	CLOSER/FUNDER Since 1975, financial institutions seeking an excellent deal from those to invest	KEEP UP WITH OUR GROWTH!	Multistep mortgage lender since 1961 seeks qualified individuals for the following positions to expand our business growth in several new areas. 1. Sales Representative	OFFICE ONE (MORTGAGE) has an opening in our OC Corporate Office for a Customer Representative. We are a growing business. No exp.	Residential Loan Officer			