

Securing the Interview

"Matching the Themes"

By Rod Colón

Keep your eye on the prize! Many professionals believe the goal is to get their resume submitted quickly to clients, agencies, job boards, etc. The professional feels they have accomplished a great feat by saying "I submitted my resume to 20 spots today". Six days later the professional wonders what happened to all their work.

The GOAL of submitting a resume is to secure an interview with the client. Here is the **secret** to changing your results.

Securing the Interview:

1. Review the opening and get as much information about the position
2. Read the opening carefully (as if you were the author looking for the individual)
3. Similar to your English professor asking for the Theme of the story - figure out what are the 5 main themes to the opening
4. Write the 5 main themes on paper - understand that openings are written in priority order (most important items on the top)
5. Now look at your resume and only focus on the experience section and only the last 3 years (summary, brief introductory bio and experiences more the 3 years old do not count)
6. If the Theme of your last 3 years of work experience does not come close to the 5 main themes of the opening there is not a fit and the client will not move forward
7. If you believe you do have the skills and can develop a theme than you need to add, highlight the skills in the experience section

KEYS:

- Self introspective is critical - think of the client as the consumer who is looking for a product/service - try not to personalize the process or "beat yourself up"
- The resume is your marketing/advertising - not an inspired testimonial of your accomplishment that you created one day
- Clients are more interested in your core competencies than accomplished. Once you have convinced the client you have the core skills than they move to looking at your accomplishment; so a mixture is important but not having the KEY THEMES will hurt you
- Remember in the **Unknown Network** the client review 100's of resumes for a position and they will spend on average 30 seconds (at most) on each one - if you look at your resume as a 30 second commercial you need to get the Themes of you background quickly and frequently in those 30 seconds
- Remember the goal is not sending out your resume 100 times, its securing an interview 1 time with 100 different clients.

Using the ETP Theme process will get you there faster