

How to Find the Best Executive Résumé Writer/Certified Professional Résumé Writer So You Can Advance Your Career and Earnings

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Most smart executives/professionals already know about the lasting benefits and return on investment that a great Executive Résumé Writer/Certified Professional Résumé Writer offers, but finding them, well that is easier said than done. Here I have provided you with my essential checklist to find a great Executive Résumé Writer or Certified Professional Résumé Writer/CPRW for Professionals with Annual Incomes of \$50K to \$5M per year (below). When you are shopping for a great Executive Résumé Writer/Certified Professional Résumé Writer, your career, starting salary and benefits package (a whole lot of happiness) are on the line. **Step one, you must steer clear of the following:**

Cheap prices aka Outsourcing to Foreign Countries where American English is not their native language only because of the Lowest Labor Costs – We all know there is fierce competition in the job market today and as you climb the corporate ladder that competition increases. Thus, your résumé is the most valuable document you will ever own and only the top 5% of résumés and cover letters will generate interviews. Why would you trust a résumé writer does not even value his own work, cannot speak to you on the phone and lives 5000 miles away?

Fast and Cheap Document Typists – High quality work is never cheap or fast. Typically, cheap and fast typists just use résumé software to produce pathetic career documents without caring about your results. Mass produced cookie-cutter work histories are ignored because employers want to hire the best and only the best candidates for the job. I have a duty to give you this feedback because employers are too busy to do it anymore.

Automated Résumé Builders/Résumé Software – These websites are always loaded with hype to take advantage of gullible people. Your job search will be extra frustrating and lengthy if you think hiring managers and executives will be impressed by a weak typed work history that emphasizes mere responsibilities. The extra months/years of unemployment that result from using a résumé builder will cost you tens of thousands in lost income and savings. Meanwhile smart professionals/executives know a great professionally written résumé averages only \$499 nationwide. You generally get exactly what you pay for in life. IBM's Watson might someday replace great résumé writers but not any time soon.

Inflated claims without any evidence to back it up – Hype is everywhere on the Internet, so be skeptical, doubting and critical just like a hiring manager. Hiring managers look for genuine talent, intelligence and proof of performance. You should too.

Here is my essential checklist to find a great Executive Résumé Writer or Certified Professional Résumé Writer/CPRW for Professionals with Annual Incomes of \$50K to \$5M per year:

- ❑ **Start by narrowing down the playing field to Certified Professional Résumé Writers** who are members of the Professional Association of Résumé Writers & Career Coaches. This is the original, largest and most popular professional association for professional résumé writers and its standards are very high. Narrow the field further to Certified Professional Résumé Writers who cater to executives.

- ❑ **Actual Hiring experience as a Business Owner/Executive/Director/Manager** (hiring managers know the most about hiring because they live with all their hiring mistakes and candidates who washout). Let's face facts, Professional Recruiting, Hiring and/or Human Resources experience is a must.
- ❑ **Professional Copywriting (Advertising and Sales Writing) experience is vital** because without the words that sell, there's no convincing or compelling content that unlocks your true value in the minds of employers. This one common reason why ordinary clerk typists and résumé builders fail to be useful. Résumés, LinkedIn Profiles and Cover Letters are all sales documents that must generate results.
- ❑ **Business Ownership/Management experience is a huge help**, especially Sales and Marketing experience since résumés, cover letters and LinkedIn profiles are really marketing and sales documents. Today, you face intense competition to be hired with 17 well qualified candidates for each vacancy and executive-level jobs have far fewer vacancies.
- ❑ **At least ten years of professional writing, editing and proofreading experience (expert).**
- ❑ **At least ten years of full-time résumé writing experience serving executives/senior executives.**
- ❑ **Do they offer in-depth personal interviews** to uncover and reveal your hidden value and ROI? If you want to earn more than \$50K per year, this is essential to avoid a standard résumé.
- ❑ **They must state that they are “focused on developing superior résumés, cover letters and LinkedIn profiles”** vs. the norm of high-volume document production, cheap prices with quick turnaround. You only want to hire CPRWs who are committed to being the best.
- ❑ **They have an impressive LinkedIn profile with plenty of LinkedIn recommendations** from professionals and executives in wide-ranging industries. Unlike testimonials from their website, LI recommendations are 100% transparent testimonial evidence from an independent third-party and we know the source with job title, photo and employment history. Talented Executive Résumé Writers have plenty of LinkedIn recommendations from executives.
- ❑ **Do they have a College education, offer a Satisfaction Guarantee and a Certified Professional Résumé Writer designation from a credible trade organization like PARW & CC?**
- ❑ **The website of the résumé writer must demonstrate a strong ability to sell with convincing content, credentials and proof of high-achievement or expertise as a CPRW.** Why? Well they must sell you on paper to employers, so if they cannot sell themselves with their writing they are not contenders.
- ❑ **The Executive Résumé Writer/CPRW displays his/her own résumé and LinkedIn profile for you to evaluate vs. just a skimpy bio.** This is of paramount importance because you do not want a clerk typist to write your résumé since they produce weak typewritten work histories, but they could hire a professional Copywriter to write the content for their website.
- ❑ **The ideal CPRW has an entire web page devoted to demonstrating expertise with impressive résumé writing samples including executive-level résumé writing samples.** Seeing is believing! Example: <http://highperformanceresumes.com/samples.html>
- ❑ **Great CPRWs/Executive Résumé Writers do welcome phone calls and they will cheerfully provide free résumé reviews with written estimates via email.** True professionals gladly pick up the phone because they have the expertise, experience and intelligence to speak to you in person.

They also rely on in-depth face-to-face/phone interviews. Weak writers/typists only communicate via email/texts and do not offer interviews (huge red flags).

- ❑ **You can verify how long any CPRW's website has been online by doing a "WhoIs.net" search** and looking for the website's creation date. This speaks volumes. Example: RighteousResumes.com creation date was October 2008 and later I added HighPerformanceResumes.com. I actually started writing résumés professionally in 2004, but previously, I advertised only in classified newspaper ads without a website (*Rhode Islanders resist change and embrace tradition*). I mention this because you will notice many websites are only a few days or months old vs. their website's actual claims.
- ❑ **Great writers will have evidence to back up their claims because success leaves clues.** Pretenders will not. Thus, an evidence file should be presented somewhere to demonstrate expertise using independent third-party evidence. This is so important because hype is everywhere on the Internet.



- ❑ **Self-employed certified CPRW or company?** I recommend selecting a self-employed Executive Résumé Writer/CPRW because they have been baptized by fire and demonstrate impressive business savvy to survive more than ten years. Wouldn't you rather hire a self-employed professional writer who sinks or swims depending on their own talent, dedication and work ethic? Or, would you want to hire a for profit company without knowing the background, credentials or education of the writer/writers who work on your résumé, cover letter or LinkedIn profile. You can count on a veteran self-employed CPRW to pick up the phone, answer questions, take full responsibility and interview/consult with you regarding your specific goals. Corporations/companies will reduce all communications to email and you will have no info on the credentials/education, experience or qualifications of your writer. Further, they have a hard time attracting top talent because pay their writers chicken feed since they have larger expenses and normally keep 50% of revenue as profit.
- ❑ **Transparency and Price range:** I noticed that professionals and executives can pay as little as \$99 for some résumé writing/editing assistance or as much as \$3300 for a senior executive résumé. Clients who have shopped around tell me that superior résumé services average \$349 for new college graduates, \$499 for normal professionals and executive résumé writing services average \$750. Many veteran résumé writers, like myself post all their prices on their websites (transparency is a good thing). **No expert résumé writing/editing isn't cheap, but résumé writing services are one of the few things in life that you will always want to pay more for rather than shop for the lowest price.** That's because your return on investment matters and every hiring committee has 20% up or

down leeway when they determine your starting salary. It is always a good idea to submit your résumé and an ideal job posting via email to ask for a free résumé review and quote for recommended services. This is because some folks (3-5%) can do a marvelous job all by themselves and just need editing and proofreading help. However, it seems most do require a complete rewrite with an in-depth personal interview.

Finally, I highly recommend using PayPal to make all payments to service providers that are not local because PayPal.com offers the best consumer protections. First, they do not even give out your credit card/debit card numbers, expiration dates or 3-digit security code. They only send merchants money digitally, this prevents all sorts of headaches and financial loss from unauthorized usage or identity theft. Second if a service provider ever fails to deliver, PayPal's consumer protections will provide you with a prompt refund. Thankfully, the vast majority of service providers are honest, but it is smart to take precautions when dealing with out-of-state service providers. When you receive a PayPal invoice you can pay that with your existing PayPal balance, your PayPal card, your debit card or a credit card. If you are dealing with a trusted service provider you can pay them with cash or personal check, which will help save them plenty on CC fees. They will appreciate that nice gesture and reward you for it.

If you want to be winning from the beginning in your job search, then you only want to have Darrell DiZoglio, Executive Résumé Writer/CPRW write your résumé. <http://HighPerformanceResumes.com> His office is in North Dallas Texas and he has served clients nationwide since 2004 by phone/email.