

Is Your Resume Targeting the Right People?

The **multi-million dollar question** as you prepare your resume and cover letter is this: *is it on target?* Of course the next logical question concerns what you should be targeting. *Is it the employer, the interviewer or the position you are seeking?* The answer is all **three** because all **three** are connected.

If you have been sending out one resume after another and getting no response then obviously something is wrong. People tell themselves the job market is tight or they are overqualified for the jobs that are coming available. But the truth is that there are going to be plenty of others as qualified as you who get to the next step which is an interview. *The difference may very well be the fact your resume is not targeted and theirs is right on target!*

Make the Resume an Arrow Heading for a Target

The days of writing generic resumes that are sent to dozens of employers and only the name is changed on the cover letters are gone. If you are following that formula then it's not surprising you are getting few responses. Resumes should be more like arrows searching for a target than form letters addressing "to whom it may concern".

So what is a targeted resume? It is one that clearly outlines what you can do for an employer based on company needs. In other words, it establishes a clear correlation between your **skills** and **abilities** and the **job itself**. The resume must have a sharp focus that leaves no doubt that your particular skills are exactly what the employer requires based on the job requirements.

The main difference between the targeted resume and the generic resume is that you will focus less on what you have already accomplished and will concentrate instead on how those past skills and accomplishments can be turned into **future success** with the potential employer. The resume will be:

- Customized – to the exact position and company
- Researched – learn all you can about the job and company and take advantage of that knowledge on your resume
- Indicate a particular position being targeted – don't be shy but be direct and name the actual position you are applying for
- Connect your capabilities to each job requirement in the position listing – match each job requirement to a specific capability
- Acknowledge past accomplishments but only in relation to the desired position

It's easy to see that the targeted resume and cover letter will have to **target specific employers** and **recruiters**. That means you need to narrow your list of employers based on specific criteria. Once you choose the **specific job, company** or **position** to target you will want to network in order to make the targets valid. The power of networking gives you access to inside knowledge about the company or position.

Make contacts that help you identify the validity of the target in relation to your capabilities

- Target companies and recruiters that are working in your area making it easy to research them
- Target the companies you know you would like to work with based on your interests
- Target a very specific category of position even if a particular position is not open

As you can see, during your job search it is important to target the **right company**, the **right people**, and the **right position**. You may need to target all three or two or even just one of these categories. Getting your resume noticed out of a pile of resumes is necessary whether it's a paper pile or an online pile if you expect to land a job. *Target the right position and you are well on your way!*

Read about the different resume formats and which would be the most effective for you in the article: **“Which Basic Resume Format is Right for you?”**

All of the resumes created by the Certified Writers at Regal Resumes are customized, attractive, and effective. Take a look at some of our resume samples.