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## Expert Tips for a Stimulus Plan Resume

The Federal Government is hiring thousands of new employees, but getting through the hiring process can be a daunting task. However, with a well-crafted resume, a job-seeker can increase their chances of making a good first impression and getting that interview.

Several industry experts have provided the following tips for navigating the process:

**Kathryn Troutman, Pioneering Designer of the Federal Resume**  
**Author of “Ten Steps to a Federal Job, 2<sup>nd</sup> edition”**

**Be Competitive with More Research for Keywords.** Think about your competition from other job-seekers. What skills will it take to beat your competition to that coveted job? Don't think just about your resume. In order to improve your competition, do more research to match your resume toward your target positions. What are the keywords for your target job and industry? Find them and make a list. Add these keywords to your resume in order to increase the visibility and first impression.

**Be Persistent with Your Campaign.** Stay on top of the [Recovery.gov](http://Recovery.gov) website to find out which industries and agencies are getting the Stimulus Package funding. Follow up with the companies and find the jobs. Think outside of the box and explore avenues besides the traditional paper resume. Use Twitter, LinkedIn and/or Facebook to manage contacts and keep your network informed of your job search activities. Interacting with people that you know adds to the possibility that you can get a referral when someone hears about an opening.

**Joyce Lain Kennedy, Syndicated Careers Columnist**  
**Author of *Resumes for Dummies***

**Forget about generic pitches.** Use your stimulus resume to project a “stimwinder” quality by speaking the employer's language. How? Read job ads/postings carefully — line by line — and illustrate for each hiring criterion how you get it, and how you fill the order.

**Start with stimulated industries.** Security, energy, green technology, health, education, pharmaceuticals, transportation, and mortgage modification are examples of aiming where the money ducks are flying. This means researching where you can fit in before writing your resumes.

**Jay Block, Innovative and Respected Career Coach  
Author and Keynote Speaker**

**Begin with the “Criteria for Hire” in mind.** Study each job posting carefully and identify the 6 to 8 ‘key’ qualifications necessary to land the job. Then ask yourself, “If I were hired for this position today, what RESULTS will I produce in the next year that will provide tangible evidence that I was, indeed, the best candidate for the job?” You are hired to produce RESULTS. Once identified, create a high-impact resume that, in 15 seconds or less, communicates that you have the 6-8 ‘key’ qualifications to produce the RESULTS that are expected for the position you are pursuing.

**Six Degrees of Separation:** It’s still WHO you know, not WHAT you know, that will give you a distinct advantage in landing a job. I would be remiss and irresponsible if I didn’t mention that how you distribute your resume and who you give your resume to are just as important (or more important) that what your resume actually communicates. The concept behind the six degrees of separation is that you may be no more than six people (degrees) away from networking to the key decision-maker for landing the job you are targeting. For instance, possibly a friend or family member might know a congressman / congresswoman who might know someone who knows the decision-maker for the job you want.

**Joanne Kowlowitz, "The Executives' Job Search Strategist"  
20 years of Executive Resume Writing Experience**

**Keep it real!** Don't expect to be considered for positions for which you are not completely qualified, particularly in this tight economy and job market. In addition to being brutally honest with yourself, you can be sure you are responding to the right positions by doing an exercise we in the careers industry call "job deconstruction." Find job descriptions of positions that interest you; use a yellow highlighter to show the core requirements of the position; then go to your resume and find/highlight matching experience.

**Match the enthusiasm** and sense of urgency for change in your job search that is being conveyed in Obama’s “American Recovery and Reinvestment Plan.” Reassess your qualifications and match them against real-world position announcements/job openings; update your resume with your newest/best accomplishments, latest buzzwords and most relevant “soft skills”; renew your network contacts; and take time to strengthen relationships with family and friends. Americans are known for working together and giving each other hope and support in difficult times.

**Elizabeth Juge, Expert Federal Resume and  
KSA Writing for Federal Careers**

**Get Ready. Be Quick.** Get your resume ready to respond quickly. Have 2 versions ready. Create a longer, federal version for the online postings. And have a short, two-pager for networking and job fairs. The stimulus jobs will post quickly and may come up (like the TARP jobs) on a special website or under special hiring authorities. Be ready to respond as soon as the job is posted.

**Federal Agency Hot Job Tip:** Look for Social Security Administration jobs. They are hiring over 150 new administrative law judges, and they will need four support staff for every judge (administrative assistants, paralegals and writing attorneys).

**Wendy Enelow, Author of More Than 50 Resume Writing Books  
Leader in the industry**

**Sell your success.** Resume writing is all about sales, marketing and merchandising. You're the product and the resume is the sales piece that you'll use to merchandise your achievements ... things that you have done to help increase revenues, reduce costs, improve profitability, develop new products, open new markets, capture new accounts, improve quality, increase productivity ... the list goes on and on. Remember, past behavior is indicative of future performance, so be certain to showcase your achievements and communicate your success!

**Be a specialist; not a generalist.** Although you might think a more generalized resume would attract lots of different types of opportunities, the exact opposite is true. Companies, government agencies and others want to hire individuals with a specific area of expertise. If the job posting is for a Traffic Planning Analyst and you have that experience, then write a resume that positions you as someone with a wealth of experience in traffic planning and related functions. Don't make a prospective employer have to "dig down" into your resume to find that information. They won't!

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Interviews are available with the experts quoted above by contacting Lisa Miles at [lisamiles@milespr.com](mailto:lisamiles@milespr.com) or 410-598-2248.

**Kathryn Troutman** is internationally recognized as the "Federal Resume Writing Guru," having written the first book on federal resume writing, the *Federal Resume Guidebook* – now in its 4th edition. She created the format and name for the new "federal resume" that became an accepted standard after the SF 171 form was eliminated in 1995. Kathryn's latest book, *Ten Steps to a Federal Job*, (2nd edition), is written for private industry job seekers who would like a stable career in the federal government — an ever growing industry. [www.resume-place.com](http://www.resume-place.com).

**Joyce Lain Kennedy** is a Syndicated Careers Columnist and Author of *Resumes for Dummies*.

**Jay Block, CPCC** is a best-selling Author (14 books and Audiobooks), Executive Coach and Empowerment Trainer. He is Co-Founder of PARW/CC; Department of Labor / Workforce Consultant & Trainer and an International Train-the-Trainer Coach / Mentor. [www.jayblock.com](http://www.jayblock.com) and [www.courageoushealth.com](http://www.courageoushealth.com).

**Joanne Kowlowitz** is known as "The Executives' Job Search Strategist." She is an expert in writing strategic, laser-targeted resumes and other custom-branded job search documents for senior-level executives. Kowlowitz has a 20+-year career affiliated with leaders in the careers industry including The Resume Place, The Advantage and Phoenix Career Group.

**Elizabeth Juge** is a Client Services Manager, Senior Certified Federal Resume Writer and Specialist in Attorney consultations for Federal Careers through The Resume Place. [www.resume-place.com](http://www.resume-place.com).

**Wendy S. Enelow, CCM, MRW, JCTC, CPRW** is an Author, Trainer & Career. She is a consultant and Co-Founder & Director - Resume Writing Academy - [www.resumewritingacademy.com](http://www.resumewritingacademy.com) and the Author of "Best Resumes for \$100,000+ Jobs." [www.wendyenelow.com](http://www.wendyenelow.com).