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# Unbeatable Resumes: America's Top Recruiter Reveals What REALLY Gets You Hired

Foreword by Dr. Phil McGraw

# UNBEATABLE RESUMES

AMERICA'S  
TOP RECRUITER  
REVEALS WHAT  
REALLY GETS  
YOU HIRED



**TONY BESHARA**

*Author of The Job Search Solution and Acing the Interview*



## Synopsis

Need serious help with your résumé? Turn to the employment expert Dr. Phil calls "the best of the best"! What does Tony Beshara do that most "experts" don't? While the experts write résumés all day, Tony "the veteran placement specialist featured regularly on the Dr. Phil show" actually uses them to get people jobs. With Unbeatable Résumés, Tony dissects and discusses real-life résumés for jobs in a wide range of industries from healthcare to banking, construction to technology, administration to sales and marketing, and more. The book shows readers how to build a powerful résumé, utilize keywords effectively, use gaps and job changes to their advantage, and pair their résumés with concise, dynamic cover letters. He complements his expertise (he has personally placed more than 8,500 professionals) with the results of a survey of more than 3,000 managers, executives, HR specialists, and other hiring authorities about what gets résumés read, interviews granted, and jobs offered. Readers will learn:

- The critical components of well-written résumés
- How to ensure their résumé actually gets read... by the right people
- What employers look for, and what turns them off
- How to customize a résumé for a particular job
- The truth about video résumés, job-search websites, and social networking sites like Facebook, LinkedIn, and MySpace
- And much more

Unbeatable Résumés shows job seekers of all types how to present themselves in the best possible light for the best possible position.

## Book Information

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## Customer Reviews

The first thing I did after reading Tony Beshara's *Unbeatable Resumes* was to dust off my own resume to see what I might do to improve it. What worked for me in the 90s is evidently passé now, as I quickly realized that a resume crafted 10 years ago won't cut it in today's employment marketplace. In previous years, many people rewrote their resumes in the popular functional resume format. Beshara notes that it is still an acceptable approach for some job seekers, such as those looking to land their first job or those reentering the workforce after a lapse of time, but he endorses the reverse chronological format as the best choice for everyone else. Using a functional resume may raise a flag that the candidate has something to hide that is best covered up by omitting a timeline. The author clearly lays out the reasons for this and other aspects of resume writing, based on his extensive career in finding jobs for others. In his role as a placement and recruitment specialist, he is in a prime position to see and critique resumes. He can also judge what works effectively from this vantage point by observing who gets an interview and who does not. And an interview is precisely the goal the resume is aimed for. Beshara makes that point up front--that a resume is only a tool to gain entry to the decision makers, not the tool to get a job. One of the most interesting chapters in the book, in my estimation, is the one with Beshara's tabulations for his survey of over 3,000 hiring authorities regarding what they actually look for when reviewing resumes. These results bear out the author's admonishments about choosing a reverse chronology to document experience.

Given the current business and economic landscape, it's reasonable to expect that you or someone you know may be looking for a new job due to layoffs. Your resume is still the primary tool you use to find that new job, and this book is a timely offering on how to make your resume stand out from the others... *Unbeatable Resumes: America's Top Recruiter Reveals What REALLY Gets You Hired* by Tony Beshara. The information here is solid, and Beshara doesn't attempt to offer up any gimmicks that sound good but don't work in real life. Contents: The Top Ten (BIG) Mistakes of Resume Writing; Straight Talk About Your Resume (From a Guy Whose Living Depends on Using Them); Surprising Facts About Your Resume Audience; The Resumes 3,000 Hiring Authorities Want to See; Key Features of the Most Effective Resumes; The Basic Resume and Some Resume

Makeovers; Sample Traditional Resumes; Nontraditional Resumes; E-Mailing Resumes, Cover Letters, and Attachments - Increasing the Chances Your Resume Will Get Read; Leveraging Your Resume; How to Handle Common Resume Problems (Too Many Jobs, Employment Gaps, Changing Careers, Relocating, etc); The Top Ten Rules (You Now Know) of Resume Writing; IndexBeshara uses his many years of experience and expertise to great advantage here. He talks about what hiring managers expect and want (backed up by interviews and surveys), and translates that into how those desires affect you when it comes to your resume. He doesn't pull any punches (as in the chronological vs. functional resume format), yet his opinions and recommendations are practical and reasoned. You may not agree or you may want to cling to your own resume style and ideas, but keep in mind he's been doing this type of stuff for \*far\* longer than you have.

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