



# Resume Redo Workbook



Hey there,

Resume Lezlie, here.



**In case we haven't met yet, I'm your new resume writing subject matter expert, job search advisor, and career happiness advocate. I'm here to help you ditch the resume anxiety, skyrocket your confidence, and achieve your career goals.**

I have nearly a decade of experience crafting interview-getting resumes for professionals at all career levels across nearly every industry or job function out there. I've written eye-catching resumes for creatives and entrepreneurs, top-level executives, career changers, and industry leaders, and I'm confident I can help you, too.

My passion is supporting people-focused professionals in targeting work that feels honest, contributes to the greater good, and makes their soul happy.

**Essentially, I help you take your expertise, skills, and unique value, and turn them into a resume that accelerates your job search and gets you the recruiter attention you deserve..**

Pretty cool, right? I think so.

I hope it helps!

*You got this!*  
*-Lezlie*



## Module 1: Lesson 1

### *Remember Your Audience*

Based on your target audience, use this space to brainstorm how your skills and strengths help solve their problems. This is just a starting point, and nothing here needs to be set in stone. This is just your opportunity to get some of your initial thoughts down in writing.

If you're still struggling to identify your target audience, remember that it will always be the recruiters and decision makers for the types of jobs you'll be pursuing. And the only way to understand what they want to know from you is to research job descriptions similar to the types of jobs you want to pursue.

**Job descriptions are practically a cheat sheet** for what you should include in your resume; they tell you exactly what the employer wants from the candidate they hire.

Take honest inventory and **determine when your experience has aligned with what your target audience is looking for.** (*More in-depth work will come in later lessons*)

### *ASK YOURSELF:*

**What is my target audience looking for from a candidate?**

**What problems do I solve for my target audience?**



**What value do I offer as it relates to the jobs I'm targeting?**

**Which aspects of my career history are most relevant or important to these types of jobs?**

**What qualifications do I have that are most relevant to my target audience?**

**Which specific skills do I have that are most important to my target audience?**



## Module 1: Lesson 3

### *Results et Results*

Take time to review your last 2-3 jobs (at least), and briefly document your achievements and results in each role.

Remember that being specific about your unique achievements can be extremely powerful, so as you brainstorm your ideas here, ***take a mental note of where you are able to add more detail later in the process*** to make your achievements even more compelling.

Use the space below to loosely list your career achievements, preferably with the employer & job each one is associated with.



## **Module 2: Lesson 1**

### ***Position Yourself for the Jobs You Want***

Now's the right time to really dive deep into your research. Remember to gather at least 10 similar job descriptions, run data analysis (using the options provided in M2:L1 of the course) to find common keywords, and determine how they incorporate into your own experience.

**What are your strongest skills as they relate to those positions?**

**What are your most valuable attributes/qualifications as they relate to those positions?**

**What do you feel you have to offer potential employers that other candidates don't?**



## Module 2: Lesson 2

### *Present a Laser-Focused Professional Brand*

Your brand should be comprised of concise, targeted specialties that are consistent with your experience and that the rest of your resume works to support. Meaning: make sure you can prove each specialty somewhere in the resume (ideally more than once).

#### **What are your brand's components?**

Think about what pieces of your experience, skill set, and knowledge base combine to create the most compelling version of your brand as it relates to the positions you're targeting.

Remember that the components of your brand can be job-related, functional, internal, or environmental.



## **Module 2: Lesson 3**

### *Showcase Your Skills*

**5 Job Specific Hard Skills**

**5 Technical Hard Skills**

**5 Soft Skills**

**5 Additional Skills**





**Which 2 or 3 skills have proven to be your strongest throughout your career?**

**What value does each of these bring to a potential employer in your target area?**  
*(Include the major benefit for each skill, individually)*

**When have you demonstrated your strengths in these areas?**  
*(general descriptions are fine here; we'll get into specific measurables in later lessons)*



## Module 2

### *Recap*

Recap the top 1-3 specialties of your professional brand, your most valuable technical, soft, and transferable skills, and the brand components that matter to you!



## **Module 4: Lesson 1**

### ***Your Profile / Summary Section***

Think about your target audience, your top skills as they relate to your target roles, and the components of your brand. Use the space below to compile thoughts, phrases, sentence fragments, etc. that tell the 'big picture' of your career story and the value you offer a potential employer.

**Don't forget to use your Wordsmith's Handbook!**



## **Module 4: Lesson 2**

### ***Your Job Descriptions***

#### **Current / Most Recent Role**

**What were the major responsibilities of the role that you were hired for?**

**Are there any numbers you can identify to show the scope of that work?**

**What were the day-to-day activities you carried out?**

**Are there any numbers you can identify to show the scope of that work?**

***In your resume, remember to lead with action & use Google XYZ, CAR, STAR, & SOAR formulas.***



## **Module 4: Lesson 2** ***Your Job Descriptions***

### **Previous Role (1)**

**What were the major responsibilities of the role that you were hired for?**

**Are there any numbers you can identify to show the scope of that work?**

**What were the day-to-day activities you carried out?**

**Are there any numbers you can identify to show the scope of that work?**

***In your resume, remember to lead with action & use Google XYZ, CAR, STAR, & SOAR formulas.***



## **Module 4: Lesson 2** ***Your Job Descriptions***

### **Previous Role (2)**

**What were the major responsibilities of the role that you were hired for?**

**Are there any numbers you can identify to show the scope of that work?**

**What were the day-to-day activities you carried out?**

**Are there any numbers you can identify to show the scope of that work?**

***In your resume, remember to lead with action & use Google XYZ, CAR, STAR, & SOAR formulas.***



## **Module 4: Lesson 2** ***Your Job Descriptions***

### **Previous Role (3)**

**What were the major responsibilities of the role that you were hired for?**

**Are there any numbers you can identify to show the scope of that work?**

**What were the day-to-day activities you carried out?**

**Are there any numbers you can identify to show the scope of that work?**

***In your resume, remember to lead with action & use Google XYZ, CAR, STAR, & SOAR formulas.***



## **Module 4: Lesson 2** ***Your Job Descriptions***

### **Previous Role (4)**

**What were the major responsibilities of the role that you were hired for?**

**Are there any numbers you can identify to show the scope of that work?**

**What were the day-to-day activities you carried out?**

**Are there any numbers you can identify to show the scope of that work?**

***In your resume, remember to lead with action & use Google XYZ, CAR, STAR, & SOAR formulas.***





## **Module 4: Lesson 3**

### ***Your Results & Achievements***

#### **Current / Most Recent Role**

**What were your major results, achievements, or contributions to company success?**

**Are there any numbers or other results you can identify to show the value of those items?**

#### **Previous Role (1)**

**What were your major results, achievements, or contributions to company success?**

**Are there any numbers or other results you can identify to show the value of those items?**



## **Module 4: Lesson 3**

### ***Your Results & Achievements***

#### **Previous Role (2)**

**What were your major results, achievements, or contributions to company success?**

**Are there any numbers or other results you can identify to show the value of those items?**

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**What were your major results, achievements, or contributions to company success?**

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## **Module 5**

### ***Additional Resources***

Use the following additional resources (from the Full Course Downloads lesson) to support you in the Module 5 activities for your job search.

- Resume Instructions & Job Search Resources
- 9 Pillars of Digital Networking Etiquette
- Cover Letter Blueprint
- Job Search Activity Tracker

### **Takeaways:**

Yes, resume writing is complex, and it takes some serious time, thought, and research.

But by adapting the right mindset and following best practices, you can understand your audience, target them with appropriate keywords (and effective formatting), demonstrate your relevant experience, and showcase your most impressive achievements in a way that gets you results!

### **Final Review:**

If you want extra peace-of-mind, I offer a Resume Audit to all students of this course for just \$79. The Audit includes:

- Analysis of your current resume against your top 5 target jobs
- Comparison of your resume against resume best practices
- List of any additional skills to highlight for your target positions

