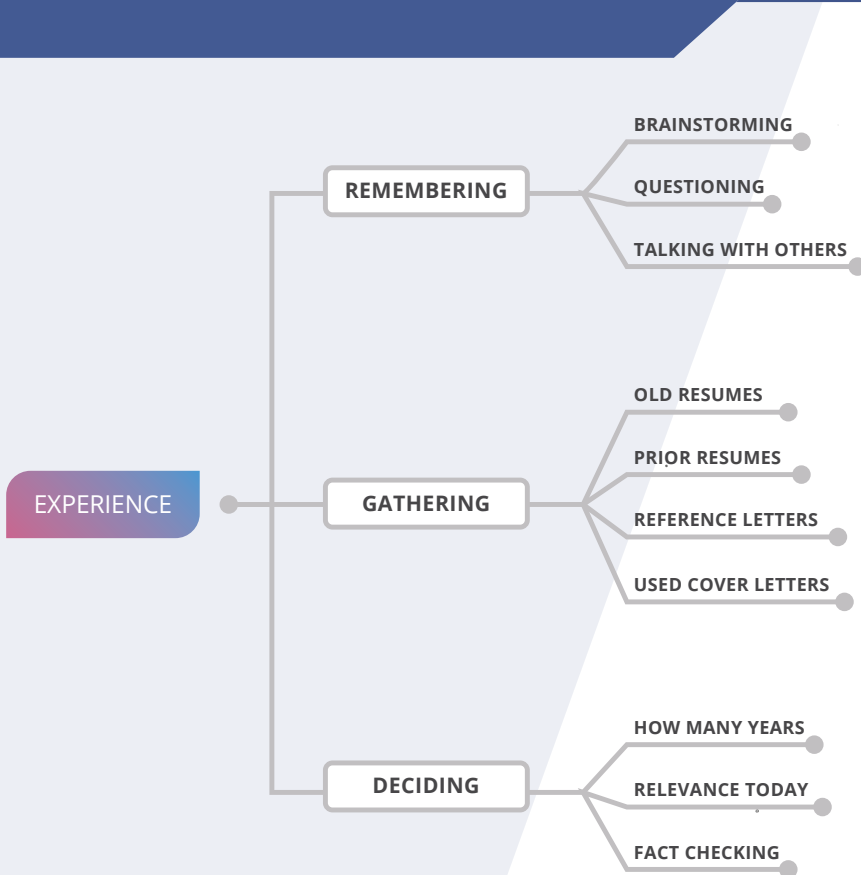




The **Truth**
at **Work**

By Kelley Joyce



RESUME WRITING ROADMAP

The EXACT Step-By-Step Process to
Write Perfect Resumes that Secure Interviews and
Land Dream Jobs with Confidence



Welcome to Your Resume Writing Roadmap

This is the EXACT Step-By-Step Process I use to write perfect resumes that secure interviews and land dream jobs with confidence.

Better still, it's a REPEATABLE system I was able to apply in industry after industry, successfully cracking the code for dozens of roles in sales, marketing, service, operations, IT, creative arts, and finance in diverse fields such as retail, entertainment, broadcast, legal, banking and insurance, non-profit, academia, technology, consumer packaged goods, and real estate.

It's also a system I have been fortunate to teach to and implement with thousands of job seekers, who have used this Roadmap to secure ideal employment in the U.S. and beyond.

I can't wait to share it with you!

Let's get started...



Kelley Joyce, MBA, CPC
Founder + CEO of
The Truth at Work, Inc.



The “Secret Sauce”

The real “Secret Sauce” of this Resume Writing Roadmap is the combination of two under-utilized, but incredibly powerful, **Communications Concepts**:

Story

Humans best connect with and retain information about you in story format. Stories are a “sticky” universal tool for helping people understand you. You must “connect-the-dots” about your career intention and job results in an abundantly clear and concise manner for the reader.

Structure

Every good story has an underlying rhythm and flow so listeners can easily enjoy and comprehend its core messages. The tale of your career needs to be told in a time-tested format yet modern style that stands out from the crowd and conveys unique value, yielding coveted interview invites.

Some of the BEST ways to combine these 2 powerful (but often overlooked) triggers is through:

- Chronological Resumes
- Functional Resumes
- Cover Letters
- References and Case Studies
- LinkedIn Profiles
- “Elevator” Pitches
- Personal Websites
- Other Return-on-Investment approaches that lead employers through a Master Narrative of how you can bring positive impact to the company and its stakeholders.



This is the basis for what I call, The True Work Method

True Work is my proprietary coaching system that I have successfully used with thousands of professionals 1:1 to discover their career path and land their dream job. Writing the perfect resume with confidence is one of many core assets that is built from the True Work toolbox.

True Work is like rocket fuel for your Job Search because it not only outlines your resume writing in very specific detail...it does so in a way that highly satisfies both the human and digital "robot" readers of your resume, allowing you to breakthrough to the next level of engaging with potential employers at the informational and interviewing stages of the hiring process.

When you can get this kind of strategic and balanced representation of yourself, you have the "Resume Writing Trifecta"

1

Human Resources and Hiring Managers can comprehend and evaluate your candidacy in a favorable light

2

Applicant Tracking Software (ATS) robots and algorithms can be overcome and you end up in the "good pile"

3

And you receive inquiries or a call back from recruiters to schedule an interview (finally!)

Throughout these pages you will not only learn how these Communications Concepts can turn a simple statement, metric, or authentic claim into your Perfect Resume using the True Work method...you will also get a Step-By-Step Roadmap to apply this process to YOUR job search.

This is the same process that has helped people like...



Jennifer Jackolin
Operations Manager at
IMAGE Skincare

I met Kelley through LinkedIn looking for someone to help me with my resume. I had previously used a "professional resume writer" to and it was a disaster. It was wonderful to work with someone who took the time to get to know me and asked about my experiences, skills what kinds of opportunities I was interested in targeting. The final result came out exactly how I wanted- a resume and cover letter that explain who I am and what I can bring to an organization, in my voice. I cannot recommend Kelley's services enough!



Why a Master Narrative?

Job Searching is hard.

And getting harder.

With the job market flooded by qualified candidates AND fewer openings, there is more pressure and competition than ever before for companies AND talent to make a tight, lasting match.

You MUST do something different to stand out.

And because it provides that unique combination of compelling storytelling and calculated format, a True Work master narrative story and structure is the ideal way to stand out, attract attention, and get more quality companies to pursue and ask you for an initial conversation.

Many of today's leaders with the biggest paychecks on the planet use this approach.

Think **TED Talks** (millions of people watch on YouTube every single day), Political Rallies (stadiums are filled with people wanting to listen to inspiration), and Print and Digital Media (all content we consume is structured in the format of telling a fresh and interesting story).

And it's not just for celebrities, officials, and big brands, either



Francis Yupangco
Executive Director of
Marketing at Godshall's
Quality Meats, Inc.

Kelley did a fantastic job creating a resume that told a compelling story of my professional experience and unique skills. She met every deadline and prepared a succinct resume that highlighted my major career accomplishments in a format that allowed the document to pass through automated application systems and also capture the attention of key decision makers.



How to Use This Roadmap

This Roadmap has been divided into four sections:

1

Roadmap

Gives you a big-picture visual overview of the thinking behind the Roadmap, including the 4 central ideas and related branches of information.

2

Roadmap Written Description

A brief written description of the key ideas outlined in the Roadmap.

3

Career Journey

Steps you through the chronological sequence your True Work process can follow by providing a journey of moving from career discovery and job hunting to amazing on-the-job performance.

?

Questions & Next Steps

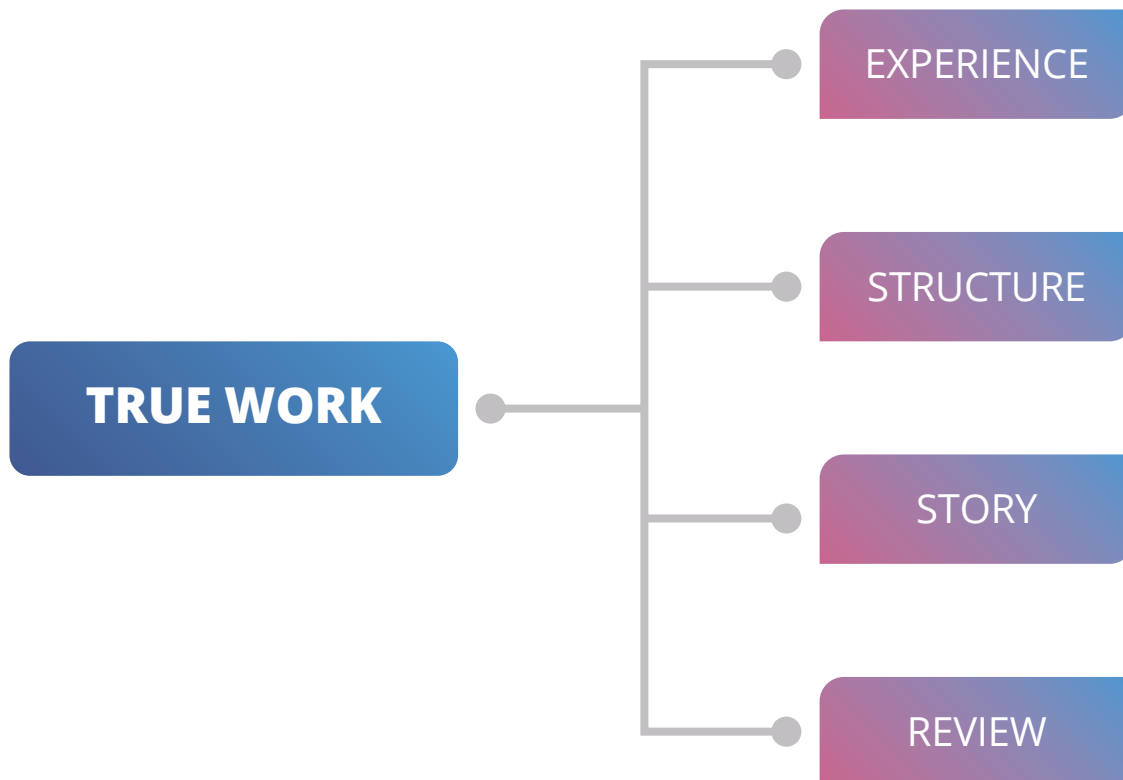
Helpful answers to frequently asked questions (FAQs) and what you can do to get more help writing your own perfect resume with confidence using the True Work method.

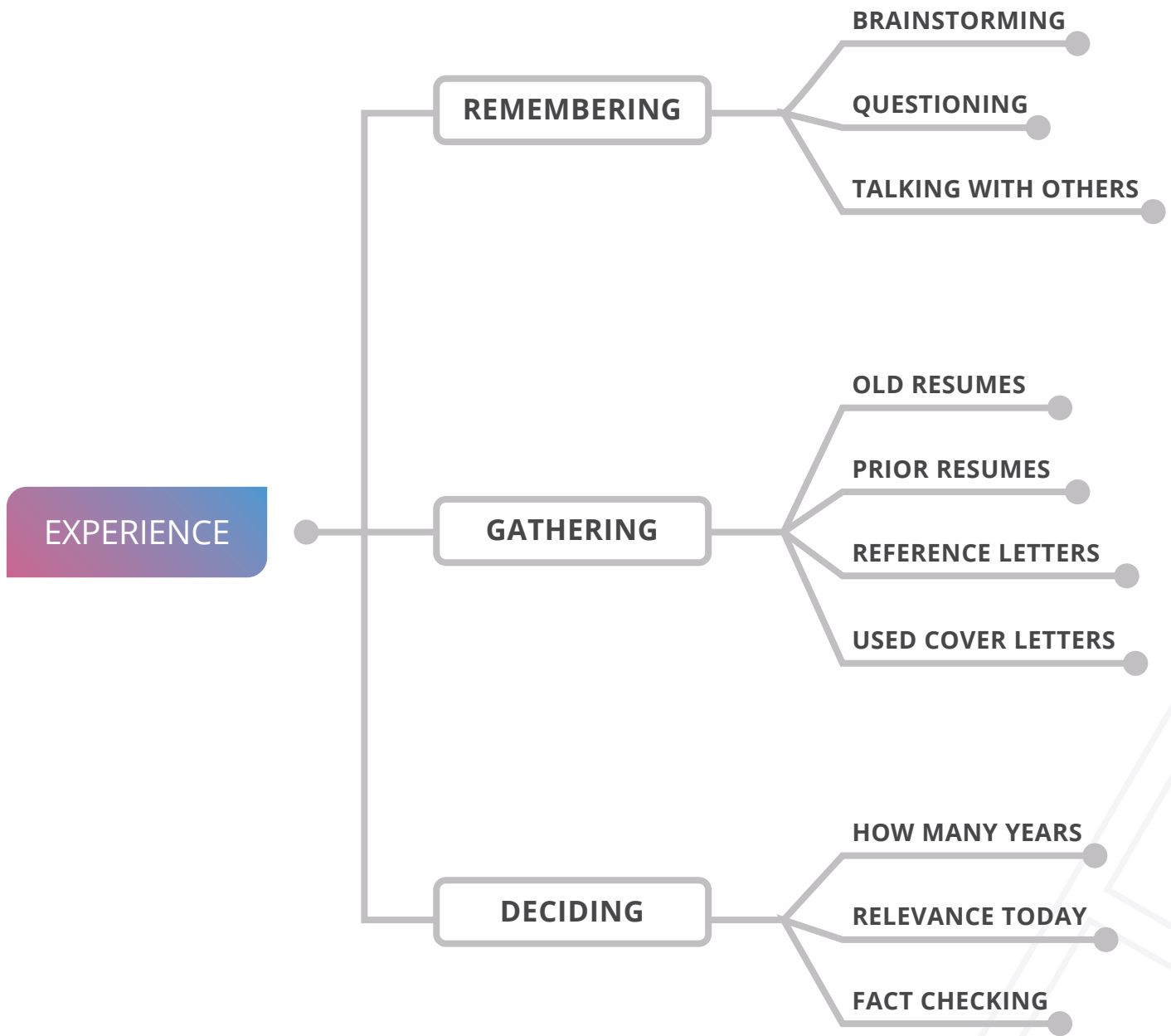


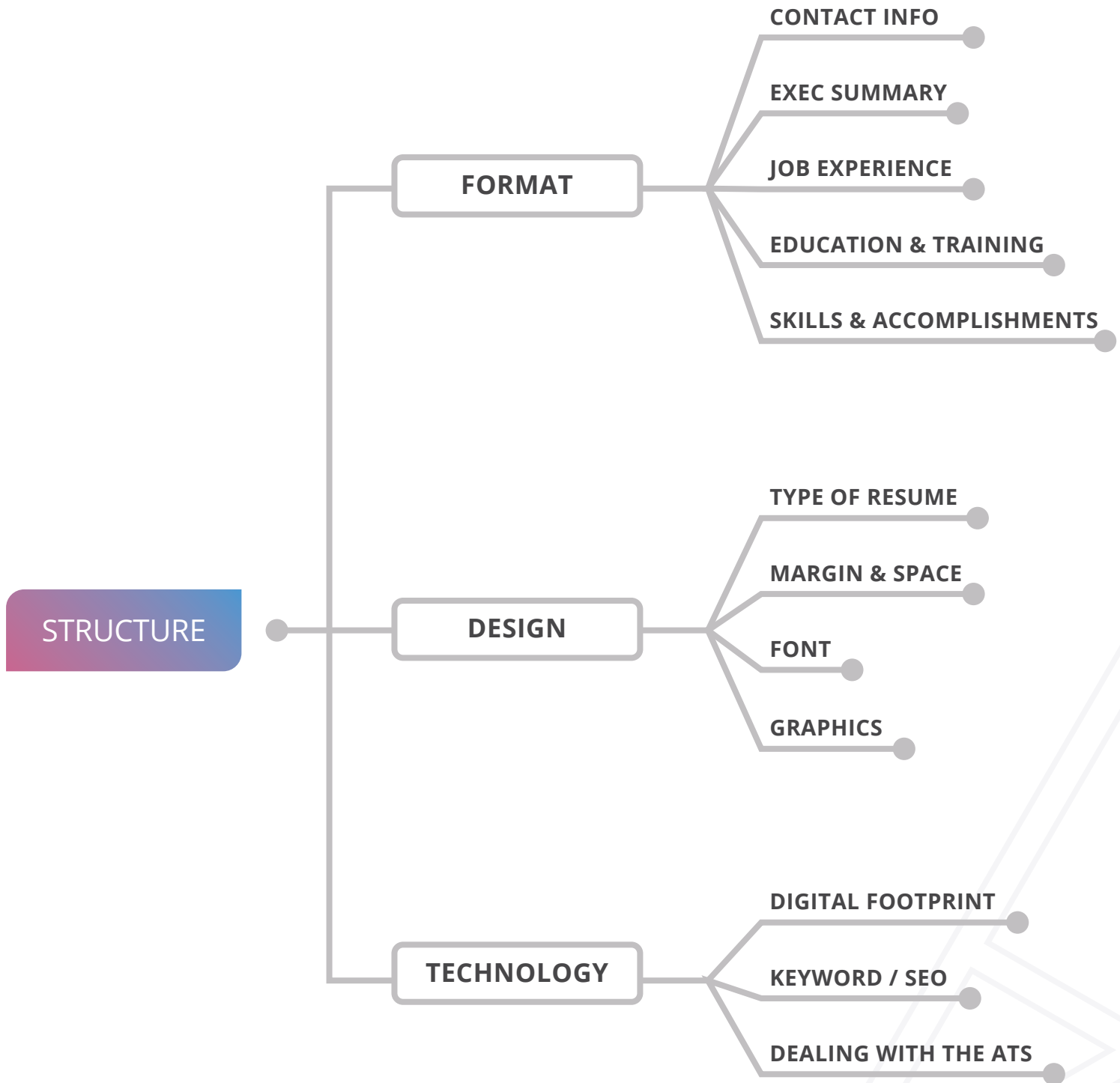
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Roadmap

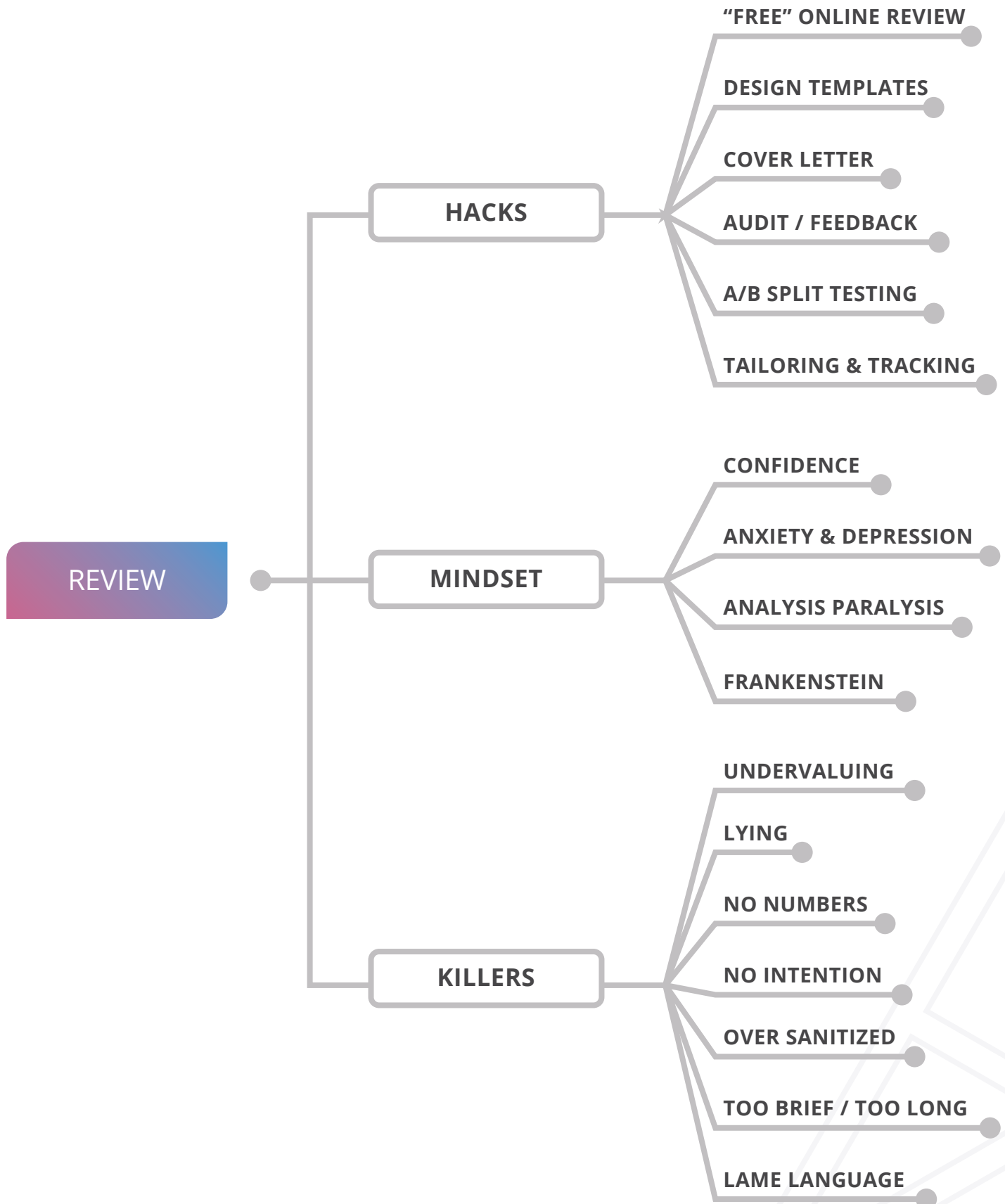
Use this Roadmap as a visual overview of your True Work resume writing approach to follow the 4 core developmental stages of: Experience, Structure, Story, and Review.













2

Roadmap Written Description

Here is a brief explanation of the **KEY** ideas in the Roadmap you need to understand in order to write your own Perfect Resume with Confidence.

This is the preparation part of the process. Where you determine what and how much to include in your resume through careful curation of your best attributes and victories.

EXPERIENCE

The True Work Method is all about asking yourself the right questions to figure exactly what to use, and exactly how to present it to readers...BEFORE you finalize your resume, cover letter, LinkedIn profile, and interview responses.

This gives you a huge advantage because you're no longer guessing what employers want...you'll know the right content to present you in the best possible light to hiring managers.

Remembering

Begin with brainstorming and deeply questioning yourself about the events of the past. Speak with others to help you regain memories of prior jobs, previous roles, and accomplishments.

Gathering:

Dig into your hard copy and electronic files to secure copies of your old resumes, past performance reviews, reference letters from colleagues, and used cover letters and emails.

Deciding:

Draw a line in the sand in terms of how many years to include in your resume, what information is relevant to your new position, and always fact-check and proofread your data for accuracy.



2

Roadmap Written Description

Now that you have the raw content for your new resume you can begin to envision how to best build a winning structure to hold, display, and communicate your valuable story to others.

Starting with a solid structure in mind for your resume is like having a trusted blueprint for building a beautiful new home. The structure provides half of your success, right out the gate.

STRUCTURE

At the same time, there is danger in overly investing in making the resume look “pretty” or betting too much on the resume reader preferring style over substance. A balance is required.

Draw up the ideal framework for your resume from the start, and the “beauty and brains” of your resume will blend incredibly well together for the sake of the human and robot readers.

Format:

Every resume has several critical areas of content to include in order to properly relay enough information to prospective employers. Sections for your contact information, professional summary, job experience, education, and skills are the most commonly required data fields.

Design:

Having an eye-catching resume can help your profile stand-out from the rest and be easy to read during an in-person interview. Determining your most advantageous type of resume takes considerable thought prior to your initial draft. Make sure you don't get lost in the trap of obsessing over margins, space, font, and graphics if and when it's your content that is weak.

Technology:

Recruitment software will continue to evolve, becoming more and more sophisticated with each month and year that passes. It is hard reality that we must learn to manage the back-end hiring technology such as the Applicant Tracking Software (ATS), keywords/SEO, and our digital footprint so we can navigate our online reputation and eventually emerge as a top candidate.



2

Roadmap Written Description

The crown jewel of your resume is your story. Crafting compelling content is what grabs the attention of readers and keeps them reading for more than the average 30-second (!) glance.

STORY

Pinpointing your story can be the most intimidating portion of writing your perfect resume.

The number one painful and very costly problem I see over, and over, and over again with professionals attempting to write their resume on their own is that of Underarticulation.

Candidates consistently tend to make the fatal mistake of underarticulating their value for fear of seeming too boastful or like a “conceited jerk” for tooting their own horn. The challenge with not stating your value is that no one else will if you don’t, and if you don’t no one else will ever know the real you and they will certainly not want to “buy” your skills and accomplishments.

Remembering

We must take ownership and control of the narrative of our lives and careers. If we don’t lead the reader to extremely obvious, fast, and easy conclusions about ourselves, we run the risk of readers “not getting it” or worse - making wrong or negative assumptions about us as people.

Power Bullets:

The art of the power bullet is an essential tool to continuously pound the resume reader over the head with the value you can bring to the organization as a treasured employee. A lack of quality and active voice bullets is a disservice to you as a candidate, costing you thousands.

Deciding:

A resume without strong demonstrations of quantifiable results, metrics, and ROI is simply a page or two of words void of any substantive bite. Claims not backed up by tangible proof fail.



2

Roadmap Written Description

Congratulations on drafting the first version of your resume! The next step is to take a hard look at how efficient and effective your resume will be with your human and technology audience.

The review process is a mix of excitement and anxiety for most candidates. Seeing your resume finally come together can be a moment of exhilaration that might lead to endless loops of self-criticism featuring variations of the thought pattern of “is my resume good enough?”

REVIEW

The key to reviewing your resume is to do your best to stay calm and rational. Taking a step back to view your resume with the lens of you being your own Head of Marketing and Sales is a crucial feature of successfully moving ahead with circulating your resume to potential bosses.

Releasing your resume into the wild to start to get feedback – verbal and nonverbal – requires openness and willingness for you to be constantly testing and tweaking your resume. The catch is to know when to accept suggested edits and changes and when to stand your ground.

HACKS:

There are endless ways to solicit and receive commentary on your draft resume. Candidates use online technology, friends and family, good old fashioned A/B split testing, and more to solidify the core foundation of their resume content. Pick a few methods and stick with them initially.

Mindset:

The biggest trap of review is our own Head Game. Getting caught in the head trash of analysis paralysis, lack of confidence, cycles of anxiety and depression, and multiple resume version hell can lead to an excruciatingly painful job search. Do yourself a massive favor and quickly hire the help of a professional career coach if you find yourself in this increasingly negative situation.

Killers:

Watch out for notorious resume killers such as undervaluing, lying, lame language, being too brief or too long, and other deal-breaking aspects of resumes that try too hard. It's not worth it to try to overcompensate, hide, or fluff up your past because it will only hurt your future.



3

Career Journey

Here are the 3 phases of The True Work Method to support your successful Career Journey.

Phase 1 - Discover Your Career Path

Your Career Journey begins by examining your inner Beliefs about work, crafting a new “Elevator Pitch”, defining your unique Needs, determining your Skills & Talents, and drafting a custom Plan of Action and Accountability for your pursuit.





3

Career Journey

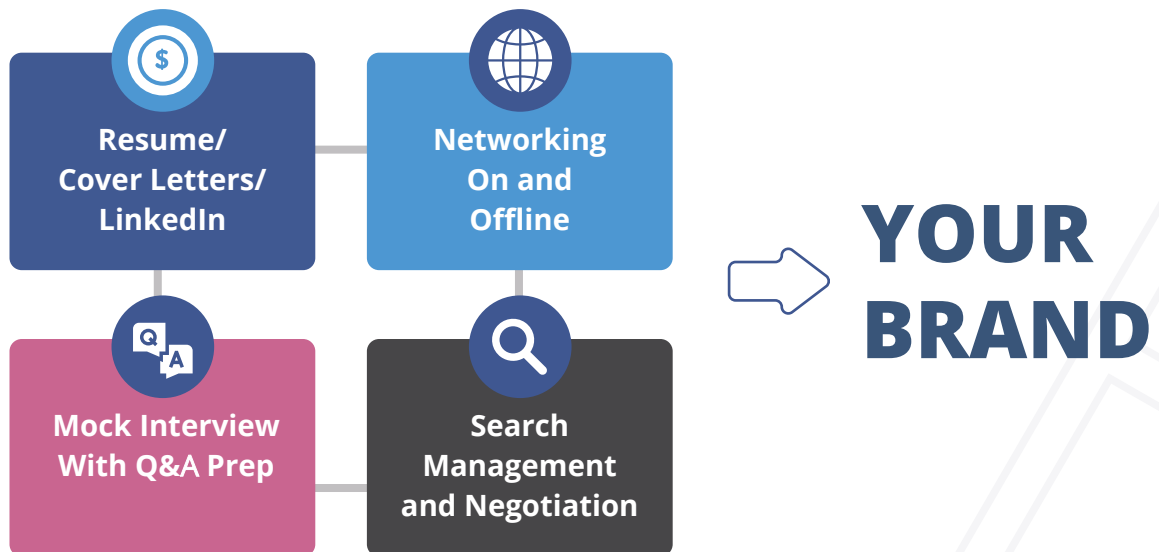
Phase II - Land Your Dream Job

With your custom Plan in hand, you are now ready to launch your Job Search. Landing your Dream Job requires essential tools, techniques, and mindset in order to become victorious.

I coach with professionals to build a recognizable Brand so you can more quickly and effectively secure the role you desire. Brands are forged through the creation of Resumes, Cover Letters, and LinkedIn profiles to share with Networking contacts (hot, warm, and cold) in-person and online to secure the next and final steps of Interview and Negotiation with key decision makers.

... AND LAND YOUR DREAM JOB

4 SESSIONS/60 DAYS





Career Journey

Phase III - Accelerate Your Performance

Congratulations on Landing your Dream Job! Now that you're sitting at your new desk, you must start your personalized Performance Acceleration strategy and plan. Your first 90 days on the new job is the most crucial and telling period for your future success – those who perform well in the first 3 months tend to excel in their new roles and those do not simply do not.

90-DAY PERFORMANCE ACCELERATION





3

Career Journey

The True Work Method

Your Career Journey is comprised of the 3 core phases of the True Work Method.

If you diligently follow this time-tested system you will undoubtedly enjoy fruitful employment no matter the global conditions and economic environment.

THE TRUE WORK METHOD





Client Testimonials



Sharon M. Taylor

Creative Director | working
on something new

Working with Kelley was one of the best decisions I made after deciding to move to my next job. My work experience was varied after working in-house then owning my own business for years, and I didn't know how to showcase my experience well in resume form. I was feeling anxious about finding a position that fit my skillset. Kelley worked with me in-depth to not only manage my current job situation but to hone and develop a superior resume for me, showcasing all the work I shared with her in a succinct and unique way. She helped me finesse my LinkedIn presence and we outlined plans to reach my network and approach dream companies. After only four weeks of working together and two weeks applying, I landed a dream job. She helped me negotiate the offer and I felt empowered and supported. I will definitely work with Kelley again and am so grateful for her support and expertise in helping me reach my next role. I couldn't have done it without her!



Paula Jillian Schulzki

Studio & Production Lead at
Centron

Kelley is an expert at her craft. She's sharp and intuitive, and after my initial consultation, I knew I couldn't afford to NOT work with her. I had been feeling very stuck when I was referred to Kelley. Hiring her brought immediate empowerment, and only after a couple sessions, I realized I was building confidence and focus again. Kelley gave me insightful questions to answer as I started my search, and helped me define the work that I needed to do every step of the way. I stopped procrastinating and got motivated. While working with Kelley, an opportunity arose that I knew I wanted. She crafted a million dollar resume for me, helped develop my LinkedIn presence, and prepped me through the interview process. I got that job, and I couldn't have done it so successfully without her in my corner.



Client Testimonials



Clay Worley, MS
Vice President of Technology
& Supply Chain Operations

Kelley is a uniquely gifted professional with incredible charisma and business acumen. She guides discussions effortlessly with supreme diplomacy. Her ability to engage and understand the needs of clients is unparalleled. In a seemingly overcrowded field of career consultants, Kelley is a shining beacon of positive light that leads to true results. There are no gimmicks or gotchas; it's just real results when you need them. Do not pass up the chance to work with Kelley Joyce. She is arguably the best in the business today.



Ira Tau, MBA, ACC
Coach to Technology &
Digital Product professionals
| Former CTO | Helping
leaders and contributors be
highly effective

Kelley is simply one of the best career coaches out there. Her coaching programs are extremely well-rounded and she truly has a winning formula for getting your career goals on-track and highly attainable.

I just completed Kelley's 4-month/12-sessions True Work program and it was time well-invested and money well-spent. Kelley's approach takes you through a step-by-step process of learning, self-discovery and planning for your next career move. She brings years of experience in both the corporate world and as a career coach, with the keen ability to zero-in on trouble spots or potential "gotchas" to keep you moving ahead successfully.



Questions & Next Steps

Here are some Frequently Asked Questions (FAQs) related to the Resume Writing Roadmap.

How else can I work with Kelley and find out more about the True Work Method?

I offer more in-depth coaching services, trainings, and content beyond the Resume Writing Roadmap to help motivated professionals Discover their Career Path and Land their Dream Job.



For more information on how to work with Kelley, click here to uncover your next steps.



How do I share the free Resume Writing Roadmap with friends?

The Resume Writing Roadmap is so incredibly relevant and effective for vast amounts of people that I decided to make it free so I can best reach and help millions of workers across the globe. Please do share with family, friends, colleagues, and others who struggle with resume writing.



For more information on how to share this PDF with friends click here to go to the Resume Writing Roadmap website page and grab the URL.

