



THE 30-SECOND RESUME

Imagine being on an elevator, or on the street, and meeting a former work associate who asks how you are doing. You tell him/her that you are seeking a new job or career, and he/she asks, "What are you looking for?" You have less than 30 seconds to respond before the "elevator doors" open and your friend walks off.

The 30-second resume is a brief overview of the position you are seeking. It can be used to explain to friends, associates, and interviewers exactly, and succinctly, the goal of your job search.

The 30-second resume should be a couple of sentences and no more than 30-seconds long when spoken. It should include most of the following information on the position you're seeking:

Job Function	(marketing research director)
Type of Industry	(computer software)
Geography	(Atlanta)
Income	(\$70-80,000) [optional-dependending on circumstances, i.e. maybe yes with a recruiter; maybe not with friends or associates]

Example:

I'm seeking a marketing research management position with a computer company in Atlanta. I'm looking for a position that pays \$50,000 to \$60,000.

NOTE: The 30-second resume should primarily describe details for the work you're seeking and not details of past experience and accomplishments. If you have an historical detail that is impressive (e.g., worked for a competitor, worked at a marquee company, have a desirable degree or certification), it's okay to include this information when relevant.

Write a draft your 30-second resume. You would say, "Hi, I'm looking for. . .

Now, see if you can make it better. Fewer words. More specific. Try using job titles and/or names of companies that help you illustrate the type of industry in which you're interested.

Keep on practicing and improving your 30-second resume so you can get contacts, ideas, and maybe even extra help from people.