

# Burn Your Résumé! You Need a Professional Profile(TM): Winning the Inner and Outer Game of Finding Work or New Business

Donald M. Burrows, Deborah Drake



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What exactly is a Professional Profile <sup>TM</sup>? And why does a new college grad, a job seeker in transition, an independent consultant, an entrepreneur or a small business owner need one? A Professional Profile<sup>™</sup> is much more than a chronological or functional résumé. It VIVIDLY showcases your Accomplishments, your Special Skills, and what you bring to the World of Work. Work experience and employment history aside, who are you professionally, really? How confidently do you present yourself to future employers and clients as the IDEAL candidate? Want to shine each and every time? Having a strong working résumé (chronological or functional) will not help you actually get the work you want if you can't also talk intelligently about what lives in that document and who you are and what you bring. Are you still using standard templates for resumes and covers letters and getting no interest or worse; form rejection letters? We implore you to STOP the insanity. Get thee a Professional Profile TM! JOB SEEKERS/ CAREER TRANSITION: Can we interest you in greatly improving your chances of winning interviews quickly for work you really want to do? COLLEGE GRADS: Are you looking for that first job that launches your career just right from the start? SOLOPRENEURS: Are you ready to STAND OUT and present a Positively Disruptive Professional Story of yourself? MILITARY IN TRANSITION: Are you looking to translate your military experience into the civilian job market? BOOMERS: Are you determined to keep working at meaningful work until you determine you are ready to retire? CAREER & LIFE COACHES: Are you looking for a resource to help you build your practice and help your clients achieve results that are multidimensional? Warning: This book is not just about how to create a functional resume. There are plenty of books that already do that VERY WELL. This book is about taking a functional resume and cover letter to a WHOLE NEW LEVEL. Prepare to get to know your full professional story and all that you bring to the world of work. Inspired by What Color is Your Parachute? by Richard Nelson Bolles in the 1970s (now in its 40th Edition), the idea for The Professional Profile TM methodology was born and has helped many win their job search game. Unless you have a professional angel or fairy godmother, we believe you will need to develop the ability to be your own best advocate. The Professional Profile<sup>™</sup> process is designed to make you GLAD to be your own best advocate Winning the Inner and Outer Game of Finding Work or New Business IS the name of the game we invite you to play and win.

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