

# Demonstration of Headlines and Lead Sentences: Marilyn Tullius

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Content developers—whether copywriters, editors, public relations message shapers, or journalists—are challenged with presenting old themes and yesterday’s news in fresh and engaging ways. In this demonstration the headlines were developed for my resume workshop meetup group. My slide presentation is always the same, leaving the events to take their own form according to the people who attend. The headline slants in this demonstration were determined by the various problems people experience with resumes and were heavily influenced by possibilities that unleash opportunities for job seekers to emphasize their uniqueness, value, and potential contribution in their next career move.

## Resumes That Triumph Over 3 Resistance Points

Learn to prepare your resume to triumph over the 3 resistance points of its journey, which include machine and human screening, At a glance, convince your reader you deserve attention. Zero in on your important points to instantly capture your reader’s interest. That’s No. 1, and your resume...



## Resumes for Career Moves in a Changing Environment

Job seekers have more opportunities in today’s economy, but find the landscape has changed. A new map is needed to re-align resume content with targeted positions. A starter checklist of changes includes growing and declining industries, restructuring of organizations and changing...



## Resumes That Fly Though the Maze of Job Changing

Join us in reviewing dilemmas of resume preparation. Have resume best practices changed? Will your resume pass digital screening? Will reviewers see you as a “must meet” candidate? ...



## Resumes That Break Barriers in Transitioning to New Opportunity

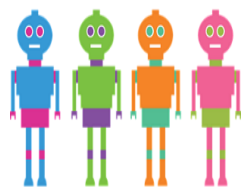
Let’s get creative about techniques that can power you ahead in the uphill climb as you transition your career to a new function or industry. You will be competing with applicants who have been there, done that, and have won awards doing it. Successful career transitioning requires doing...



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## Resumes That Advocate to Reviewers, Robots, and Hiring Managers

Do you need more interviewers? Do you need to improve your resume’s performance? At first glance your resume needs to pull in your reader and create interest in knowing more. We will also cover best practices to pass digital screening, and you will learn options to design your resume...



## Resumes That Improve the Results YOU Want

You CAN be the hero/heroine of your resume... engage your reader... keep your reader’s attention... impress them with the value you offer... and get the interview. At this workshop you will learn to gain advantage... claim the job you want... and present yourself in action...



## Resumes That Propel You Way Beyond Key Words

There’s way more to resumes than key words! Transport your reader into the mission of your company and the complexity of your position by including challenges you have met and initiatives you have led or participated in. This sets the stage and shows you in action...



## Resumes That Engage and Impress

Let's instill magnetic qualities into your resume to compel attention. Seizing precious moments of your readers' eyes earns the opportunity to ignite sparks of interest and even the chance to conjure the image of you successfully performing in your targeted job. And always the ultimate...



## Resumes That Show You Meeting Challenges and Delivering Results

Show—don't tell—your strengths. Re-express your capabilities as benefits to your employer. Bring more of your strengths onto the resume. Boost your resume's visual impact and compel your reviewers to bring you in for an interview. At this workshop we will emphasize ways to center ...



## Resumes That Celebrate Your Talent, Achievements, and Value

Let's imagine your resume as a celebration of the assets you bring that represent value to a prospective employer. Not birthday candles and fireworks, but not words that sag on the page either. You can do more to heighten reviewer interest and imprint your individuality....



## Resumes That Inspire Your Reader to See You Succeeding in the Position

Let's look at resume strategies that show you in action: taking initiative, meeting challenges, leading changes, and making a difference. Let's unleash your inner tiger to set a proactive tone and convey momentum. We will discuss ways to create a positive impression that sparks interest...



## Resumes That Connect, Communicate, and Compel for Better Results

A resume that captures attention buys more eyes-on time from your reviewer. Once connected, your reader's engagement improves your changes of communicating your strengths and prospective value. Your resume will be more compelling when you include information about...



## Resumes That Show Your Value and Uniqueness

Can you break through the crust of your resume's anonymity? It's not that difficult! At a minimum, recruiters need to know the job or job area you are targeting. By the time they finish reviewing your resume, they will have formed an image of you. That impression will range from minus-zero...



## Resumes That Show You in Action: Meeting Challenges and Delivering Results

Show—don't tell—your strengths. Re-express your capabilities as benefits to your employer. Bring more of your strengths onto the resume. Boost your resume's visual impact and compel your reviewers to bring you in for an interview. At this workshop we will emphasize ways to center...

