

## Demonstration of Email Subscriber Campaigns: Marilyn Tullius



Constant Contact and Mail Chimp are two of several popular email campaign platforms. I have used both and currently use Mailchimp. The image on the right shows the footer

area that repeats on all campaign emails. The demonstration continues with examples of four campaigns showing beginning portions only.

These email campaigns were sent to clients served by my resume writing services.

Good luck! Let me know if I can help, and stay in touch, Marilyn

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*Assistance in advocating for your chosen future*  
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### Communication Expertise for Career Changers and New Businesses

#### Target Your Best Opportunities

Match to Requirements | Competitive Advantage | Unique Attributes

#### Make It Happen

Resume | Cover Letter | LinkedIn | Website | Stories | Elevator Speech | Email Notes

#### Create Your Professional Branding

Persona Statements | Tag Lines | Styling



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Hi << Test First Name >>,

Once submitted, your resume begins a journey that meets three resistance points. At each stop on the journey your reviewers critique your resume using a different set of lenses. How can you give your resume an advantage to assure it passes through each phase?

- In the initial reading (skimming), your resume needs to attract attention and pull in the reader. Direct your readers' eyes to points in your message you feel are most important. Varying the font sizes and using visual layout choices, as well as graphic elements, are powerful techniques. Note: Although .pdf files work well attached to emails, save your MS Word file as a plain text file (.txt suffix) before submitting it online. The .txt conversion removes bolding and other styling features that confuse the ATS software.
- Assuming your resume passes the initial review, it confronts the digital scanning challenge, a test only 20 to 25% of resumes pass. Be sure your resume includes the key words found in the job posting. To learn how to improve the scanning results, go to YouTube, search for Applicant Tracking Systems, and watch several of these videos.
- Passing through the ATS phase means you may be interviewed by the hiring manager and team, and they apply a set of criteria that are about you: your presence, style, potential value, and likability. Balance your achievements, initiatives led, and changes made by sprinkling in "how" hints. Words such as collaborate, mentor, team, and coordinate give the reader a sense of you in action. In addition, consider placing awards and recognitions in text boxes to highlight these.



Preparing your resume for its full journey will boost your confidence and improve your results.



Hi << Test First Name >>,

You begin your bullet point with confidence and then back off when you realize you may need to defend your point. First, a resume is supposed to be about accomplishments. Second, if you don't implant positive images of yourself in your resume, who will? Third, if you were only part of an effort that got credit, you can still claim achievement. Avoid using weak phrases: "Assisted with" or "Supported an effort to." Instead, step it up a notch to: "Collaborated in a breakthrough project that...", or "Substantially changed an inefficient process in a team effort to..."

You can take attention from "I" by starting bullets with claims such as:

- Commended for
- Known for
- Excel in
- Go-to person for
- Recognized as
- Committed to



Another way to lift pressure off the "I" is to state the purpose you wish to accomplish and the value you offer. Note that Gandhi, Mother Teresa, Nelson Mandela, and many others are known for the missions they advocated. These individuals became causes. Being a person focused on a mission shifts the emphasis of your message to your ability to make a difference.

If these ideas help, try them in your resume, cover letter, LinkedIn summary paragraph, and the statement you use to introduce yourself.



Hi \*[FNAME]\*,

You submitted several resumes for positions that seem ideal. But too often your responses show jobs that are: (a) more or less similar to your present or former position, but with less responsibility and lower pay; or (b) so off target they are annoying, for example, from training schools or recruiters for franchises, including insurance agent recruiters.

What happened? One explanation is that your resume failed to closely match the employers' criteria. It fell into the abyss during the machine scanning phase which extracts data from your resume -- the fate of 75% to 80% of resumes clicked off today.

Try these suggestions to make changes that will allow you to sail through these systems and earn those preferred interviews:



1. Analyze job announcements deeply and thoroughly. Identify requirements in your preferred job category and use these key words throughout your resume.
2. View videos on YouTube that show up in your search for Applicant Tracking Systems. One I like is "Understanding an Applicant Tracking System," by Jon Ciampi, PrepTel: <https://www.youtube.com/watch?v=AVvaECOMSS4&t=46s>
3. Go to [www.jobscan.co](http://www.jobscan.co), to compare your resume with a job posting you upload. You will receive a match score and 2-3 pages of information. Aim for score of 80 or above.

Hi << Test First Name >>,

Does Your Resume Target the Promotion You Deserve? The best resumes give you an advantage by claiming your preferred job. Looking back, you may find that you have earned a promotion. Here are a few clues:

**Title stagnation.** Your job performance has broadened and deepened. Yet you have the same title.

**More hats.** Your capabilities have increased to cover more job titles and functions.

**Coverage.** Your manager relies on you to cover in their absence and you perform most functions independently.

**Evolved job.** Your position has evolved. You manage larger projects or multiple projects simultaneously. Have you become a program manager?

**Confidence.** You have mastered one or more positions. You have gained skills and confidence in directing others.

**Perspective.** Your experience is composed of a mix of industries, company sizes, job functions, products, markets, and management styles. Your insights into best practices and counterproductive approaches have increased your effectiveness.

**Qualifications.** Your career development has accelerated with a new degree, certification, and training.

**Soft skills.** Your interpersonal skills, especially in communication and leadership, have developed.

**Authoritativeness.** You have matured, along with improving your proficiency and productivity. Have you become a go-to person? Do you manage change? Are you making a difference? Are you more valued by your organization?

