

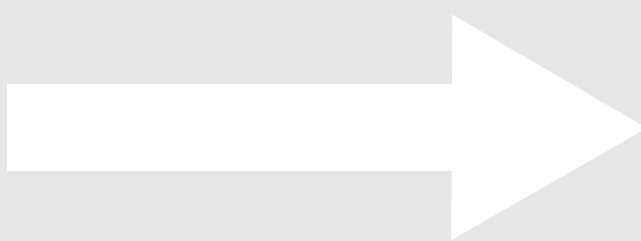
# NEED INSIDER INFORMATION ON THE HIRING PROCESS?!



Frustrated **NO** call backs?

Wonder why your resume  
doesn't stand out?

Desperate for **REAL**  
answers?



[www.waymakerinc.ca](http://www.waymakerinc.ca)

# Let's play a little game!

## How many seconds do you have to get your resume noticed?




?

**KEEP READING  
TO FIND OUT**



30



12



7

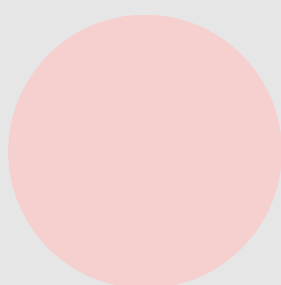


21

The time it takes  
HR Specialists &  
Recruiters to decide  
who deserves  
a closer look?

7  
seconds

KEEP READING  
TO FIND OUT  
HOW WE SPOT YOU.



# INSIDER SECRETS

## How We Decide Who gets the Interview!

# T.I.L.E.

1

### **TITLE:**

- You need to have the job title. ALMOST always.
- Top candidates have it within the last 2-3 yrs.
- Altering your title is acceptable in some cases, but never fabricate experience.

### **INDUSTRY:**

- We look for industry experience first.
- i.e. Food manufacturing expertise won't work for automotive roles. Some exceptions exist.
- Consider a functional vs. chronological resume if you have relevant experience but not industry expertise.

2

3

### **LOCATION:**

- If an in-house role you need to live in the area.
- Live more than 3/4 hr. from the employer but have all other experience? You've made the "B" pile.
- Add city to resume if an in-house role. If remote, add "able to relocate immediately" and be available.

### **EDUCATION:**

- If education is a "Must Have"; HR's hands are tied.
- Extensive expertise in the field often trumps education but it depends, of course, on the position.
- Evidence of continuing education; always a bonus.

4

# BONUS TIPS

Follow these extra tips to ensure success!

5

## **ADD HIGHLIGHTS:**

- First section; bullet points of key job skills.
- Include years of experience before each point.
- Make it really easy to identify you have key requirements/credentials from job description.

6

## **BUZZ WORDS COUNT:**

- Use buzz words from role description.
- Outline specific role expertise/training; list it in the highlights.
- Better have the experience to back up the buzz.

7

## **MISTAKES ARE DEADLY:**

- Do not make spelling or grammatical errors.
- We can overlook some things, but lack of detail is a red flag for lackadaisical attitude.
- Triple check your resume. It's worth it.

CONGRATULATIONS!

**You are getting THE CALL!**

NOW WHAT??

Want to know the  
inside scoop on  
what gets you the  
job?



Need access to an  
expert from the  
inside to guide  
you through the  
process?

# CONTACT ME.

[www.waymakerinc.ca](http://www.waymakerinc.ca)

## In 1 HOUR you will have answers or continue for FREE!

- Always wondered if follow up emails are a good thing?
- Questioning if you have enough key skills to get the job?
- Secretly terrified you sound tongue-tied in interviews?
- Want to know the deal on who else is interviewing?
- Need insight on how to ask for the income you deserve?
- Want to know if you're being put on hold while others interview?
- Curious if the culture is actually as good as they say?

### PLUS SO MUCH MORE...



[www.waymakerinc.ca](http://www.waymakerinc.ca)