

# First rule of e-resumes: Slow down



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Electronic mail has changed the speed with which we handle written communication. This includes steps in the career-transition process as well. Job boards, career sites, newspaper ads, all of these encourage candidates to submit their resumes electronically via e-mail or fax.

Don't have a computer or access to the Web? Change that. Most employers expect candidates at almost any level to be computer- and Web-savvy. Can't afford a computer or don't know how to use one? Go to your local library and ask for help. Most libraries now have computers available for general use and there are several Web-based e-mail services available for free. One of the great benefits of e-mail is the ability to shorten the cycle time of any process that involves written communication. However, if you rush to send something out and it goes with obvious errors or hidden messages, you will regret it.

Above all else, slow down and be careful.

For example, I recently received a response to one of my postings for a top executive position at a public company. The automated response format included instructions on when to call the candidate. "Anytime" was in this field, but the applicant had omitted the telephone number.

Be sure to make your e-mail quick and easy on the recipient. Multiple attachments may have difficulty passing through some servers, so start the process with one attachment only. Be sure to respond in accordance with the instructions, and keep it simple.

If you are emphasizing certain skills by re-ordering or otherwise customizing your resume for each position, watch out for differing file names and the impression you might accidentally create. For example, if you update your resume, it's fine to indicate the vintage in the filename (resumeBP0601.doc) unless you are sending out a resume that is clearly a year old. The automatic question that comes up is "What have you been doing for the last year?" The best filename to use is your last name first, then your first name. This facilitates electronic filing and retrieval.

Many candidates express frustration that they never receive a response to their contact.

When using e-mail, be sure to make responding easy. That is, include your e-mail address on the face of your resume in a "hyperlink" format. With only one click, the reader can painlessly send you a response, even a standard one. If you are concerned that someone might alter your resume and then send it on, consider using the "read only" feature or a ".pdf" format such as Adobe Acrobat in saving the file.

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## REFERENCE MATERIAL AND POINTS OF CONTACT

### Books

“Rites of Passage”	John Lucht
“Directory of Executive Search Firms”	KENNEDY PUBLICATIONS
“Sharkproof”	Harvey MacKay
“The CareerMakers”	John Sibbald

### Websites

[www.kennedyinfo.com](http://www.kennedyinfo.com) (a terrific sortable database of search firms for mass emailing of your resume to selected search firms...look for the “Executive Agent” feature).

[www.execunet.com](http://www.execunet.com) (subscription-based generalized executive site for viewing high level position postings)

[www.cfo.com](http://www.cfo.com) CFO magazine site with postings. Free to seekers.

[www.financeleaders.org](http://www.financeleaders.org) Finance oriented

[www.thefeng.org](http://www.thefeng.org) Finance oriented

[www.netshare.com](http://www.netshare.com) Similar to Execunet

[www.bluesteps.com](http://www.bluesteps.com) Service of the Association of Executive Search firms.

[www.ritesite.com](http://www.ritesite.com) Site offered by John Lucht author of “Rites of Passage”.

[www.cio.com](http://www.cio.com)

### Professional Societies

[www.cpcusociety.org](http://www.cpcusociety.org) (insurance)

[www.shrm.org](http://www.shrm.org) (human resources)

[www.sae.org](http://www.sae.org) (automotive engineers)

[www.afponline.org](http://www.afponline.org) (financial professionals)

[www.fei.org](http://www.fei.org) (Financial Executives Int'l) Membership required for certain functions.