

Dear Valuable Clients,

Happy New Year!! We at ResumeWeAssist Enterprise would like to take this opportunity to wish all our clients a joyous happy new year.

It is a norm among us to have a New Year resolution at the beginning of January of each year. I'm sure many of us will have some sort of new or modified resolution with regards to our personal life, family and also in our career. Regardless of whatever resolution that we have put forward for 2009, it does make sense to recap what we have done, achieved and fail to do in 2008. From there, we will be able to have a more improved & balance resolution to meet our objective in 2009.

Moving forward in 2009, we will be launching more products and services to meet and exceed your needs to market your career effectively. Hence in this month E-Newsletter edition, we will be sharing all these great products & services that will be available for you to grab and leverage for your career success.

In this month CMS article, I will be focusing on Resume 101, a brief introduction but yet sufficient for you to understand the importance of a resume to effectively market your career.

I really hope the information available in this and the future E-Newsletter will be beneficial for your career marketing. If you think this newsletter will be beneficial to your friends or family members, please feel free to share this E-Newsletter with them. Sharing is caring ☺.

3rd edition: January, 2009

Nevertheless, we know that we are not able to fulfill all your needs that is why we highly encourage for your feedback and comments on how to improve our future E-Newsletters to exceed your needs.

Please e-mail us at career_advisor@resumeweassist.com, exclusive vouchers will be given for your valuable feedbacks.

Happy Chinese New Year for all our Chinese clients.

Till next month, take care ☺

Regards

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Our Product & Services

We provide assistance to jobseekers globally who needs assistance to market their career effectively by leveraging our following products & services. Our clients can choose to either work with us face to face or through internet communication (e-mail, chat, blog etc).

Career Consultation



A gift from us. We provide **FREE** consultation on your career needs. You can just drop us an e-mail at career_advisor@resumeweassist.com or drop your comments in our blog www.resumeweassist.com/blog or contact us through [Skype](#) (search for resumeweassist). For e-mail, in the

subject, please state “**Career Consultation**” and let us know what kind of assistance you need for your career.

Career Marketing System (CMS)

We have developed our own designed job search system which we called it as Career Marketing System (CMS) to provide a systematic process for our clients to be successful in their job search. We have been working on CMS since 2006 based on our own working experience; fine tune the system and finally released it to our clients in 2008.

CMS is a simple system or rather a cycle to market our client’s career effectively. CMS model as shown below is actually not new to many of us. But, unfortunately not many realized that the process we are using to secure a job is actually a marketing process. Now days, marketing is a buzz word in business regardless offline or online, so incorporating it into the job search will change the perspective or to put it in another way, a new breath in the art of looking for a job.



Career Marketing System (CMS) Model

CMS is established as a guide for our clients to search, secure and negotiate a suitable job for themselves. The

structure of CMS is leveraged from basic marketing principals where job seekers are able to use some basic marketing techniques to let their future employer know that they are capable, knowledgeable and skillful to get the job done. At the same time convince their future employer that they are the best candidate. To close the deal, our clients also have the right to negotiate smartly the best benefits as their compensation. Basically CMS teaches & guides our clients the complete cycle in the process of looking and securing a job.

How can our clients use CMS in their job search?

Currently, we are providing individual/group CMS coaching programs & CMS workshop/talk for our clients to leverage CMS into their effort to market their career effectively. In the near future, we are working on a software interface where our clients can leverage CMS by themselves at anywhere and anytime through the internet.

Individual/group CMS coaching program

Our consultant has designed 2 types of coaching programs for our clients which are:

- **Standard CMS coaching program**
- **Customize CMS coaching program**

Standard CMS coaching program

In this standard coaching program, our clients (individual or in group – 5 person

max) will experience a systematic coaching program (starting from looking for a job until benefit negotiation) which will be guided by our consultant to go through each process by sequence in the CMS cycle. Listed below are the main processes in CMS including the activities that our clients will experience:

- **Looking for a job**
 - Personality test
 - Career coaching
 - Job vacancy resources
- **Resume/Cover letter writing**
 - Resume/Cover letter consultation
 - Resume/Cover letter writing services
- **Interview coaching**
 - Pre interview preparation
 - During interview preparation
 - Post interview preparation
- **Follow up coaching**
 - How to follow up after sending your resume?
 - How to follow up after attending an interview?
- **Offer letter & Benefit negotiation coaching**
 - Understand the offer letter
 - Effective negotiation skill
 - Decision making – accept or to reject?

Customize CMS coaching program

Our clients who opted for the customize CMS coaching program has the option to request coaching on any of the processes in CMS based on their career needs. Our consultant will assess our client's career

needs & propose a customized coaching program for them.

CMS Workshop/Talk

“If you give him a fish, it can only feed him for a day. If you teach him how to fish, it will feed him for a lifetime.”

We at ResumeWeAssist Enterprise are committed to ensure our clients are able to fish by themselves i.e. effectively market their career by themselves. With the pool of expertise in the company, we have designed workshops & talks by leveraging our Career Marketing System (CMS).

Feel free to contact us via e-mail career_advisor@resumeweassist.com or [Skype](#) (search for resumeweassist) to enquire further about our workshops/career talks.

- **Career Marketing Workshop – How to effectively market your career using CMS?**
- **Career Marketing Talk – CMS Part 1 & Part 2**

Coming soon!!

- **Career Marketing Workshop- Have you done a mistake in your Resume?**
- **Career Marketing Workshop – Interview as a Crucial Conversation**
- **Career Marketing Workshop- Negotiate your benefits wisely**

Many more to come...

Learning & Development Workshop/Training

We believed that knowledge is everywhere, hence we have collaborated with some experts to design customize

workshop & training for our clients. As part of our effort to provide continuous learning opportunity among our clients, we welcome for your inputs & training recommendations. Please e-mail us at career_advisor@resumeweassist.com. We will hook up with our network of experts to fulfill your training needs.

Executive Search & Selection

The measure of success in CMS is when you successfully secured a suitable career path. We believed that we can help your attain your career goals. To do that, we are working directly with some major multinationals and local companies in Malaysia who are searching for suitable candidates to join them.



From time to time, you will be able to find HOT Jobs vacancies in our blog, <http://resumeweassist.com/blog/category/hot-jobs>. If you are interested to apply, just submit your resume to us via e-mail career_advisor@resumeweassist.com. We will work with your future employer on your suitability for an interview. If you are successful, we will contact you for an interview appointment.

Other CMS resources

We also provide the following resources for your self reference:

- **CMS E-Book series**

In Jan 2009, we will publish our first CMS E-Book series: **“Have you done a mistake in your Resume?”** Estimated by mid of 2009 or earlier, we will release our second CMS E-Book series:

“Interview as a Crucial Conversation”.

You can download a copy at a very affordable price. We will also open an affiliate membership program for those who are interested to promote this e-book.

- **Blog**
(www.resumeweassist.com/blog)

This blog was created as a knowledge portal for jobseekers to learn and share experience about CMS. Currently there are 30+ articles in our blog about CMS. Feel free to visit our blog and read all of these articles and most importantly share your experience with all our readers.

- **E-Newsletter**

To keep up to date on our latest progress in CMS and programs conducted by us, we are publishing **FREE** monthly E-Newsletter. Visitors to our blog www.resumeweassist.com/blog can subscribe to our monthly E-Newsletter by submitting their e-mail address at the right hand corner of the blog.

If you need any other type of assistance and to enquire about our services and products, please contact us at: career_advisor@resumeweassist.com or [Skype](#) (search for resumeweassist).



CMS ARTICLE – Resume 101

I did a [Google search](#) for the word resume and I'm impressed to know in 0.10 sec (depending on your connection speed), there are 227,000,000 sites available with the word resume in it.

I'm still curious to know more so I did another [Google search](#) under the book category. As expected, in 0.17 sec (but slightly slower than before but again depending on your connection speed), there are 30,100 books written about resume sold in the internet. Okay, I'm over with the Google search even though I'm personally impressed with the Google search engine, a very cool tool!

From these statistics, I'm convinced that there many of us are familiar with the word resume. Everyone has their own definition and function of a resume based on their individual experience. In Malaysia alone, there are 263,000 sites about resume (again another [Google search](#), my apologies, just can't resist it).

So, what is the function of a Resume in CMS?

In CMS, resume is an **important tool** used by jobseekers **to request for an interview**. It **will not guarantee the jobseeker to secure the job** but it will increase the **chance to secure it**. This is why it is a very crucial tool in CMS. I dare to say that this process will determine the life and death of a jobseeker's career.

Resume is not just a piece of paper with information about you; it is also a representative of yourself (your 1st impression to your potential employer).

A resume will be the first jobseeker's interaction with their potential employer.

If the resume failed to attract the potential employer's attention then the resume is just a piece of paper. If it secured an interview appointment, then it is a valuable and an effective tool in career marketing.

In my 9 years working experience in engineering & production management, majority of job application that I have received will include a resume with it. If I don't receive a resume, I either reject the application or I will ask for it. Every jobseeker **MUST** have a resume written in whatever format they are familiar with.

Similarly to the reason why are you looking for a job, writing a resume also must have a reason.

TIPS:

For jobseekers out there, when you are writing your resume, write it with an intention to attract your potential employer's attention so that you will secure an interview. Before sending out your resume, get friends or family members to read your resume and ask if they are interested to interview you. Fix your resume until you can convince them.

Remember: A well written resume will secure an interview BUT will not guarantee to secure the job.

Good luck

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You can find our previous editions of E-Newsletter at:
<http://resumeweassist.com/blog/category/e-newsletter>