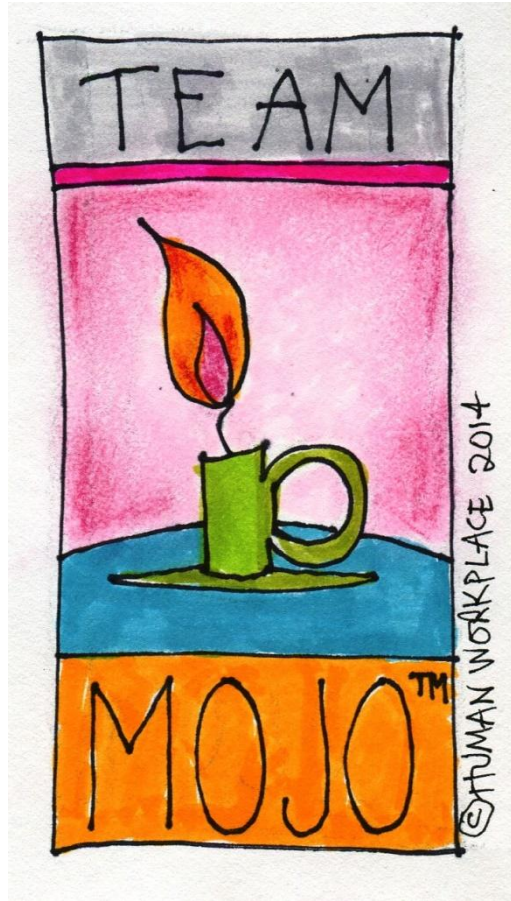


Here are some rules you'll break!



- You'll use "I" in your resume.
- You'll use complete sentences in your resume, too!
- You'll use a Human Voice in your Resume™ instead of a robotic zombie voice.
- You'll skip the automated recruiting sites and reach your hiring managers directly, right at their desks.
- You won't write traditional cover letters anymore.
- You'll write Pain Letters™ instead. A Pain Letter™ talks about the Business Pain™ behind a job ad – the only reason a manager ever fills a job opening.