

Section one: Marketing Mindset. You need to approach writing your English resume with a different mindset. So, first, let's compare a Korean resume to an English resume. Okay? It's not just enough to translate from a Korean resume to an English resume, because there are some cultural differences and we also do write some things differently. So let's compare a Korean resume to an English resume.

In a Korean resume, you might write an extensive history of your family background, your parents, your siblings, whether you're married, the Korean companies might make you write everything about your family history as well as all the entire work history that you have done in the past. Even though you're already in your late twenties or early thirties, you have had some experience, they might request that you write everything that you have done in the past such as working for the McDonald's when you were in high school, they want to know about your personal information and personal history, your hobbies, whether you're married, whether you have children, and, overall, your Korean resume is very, very long, it's very extensive. I understand why Korean businesses do this, because they want to get to know you as a person, but in an English resume it's not like that, and you don't really write about your family history unless it's relevant to the work. You certainly don't need to write about everything you have done in the past. You would only include pieces of information that would grab the attention of the hiring manager, and in an English resume it does not have to be long, one to two pages, maybe three pages, but up two pages max for the most part. And the reason why that is the case is because an English resume is not a biography. No-one is interested in your personal history.

Well, what's an English resume? It's a marketing material. It's a marketing material and you are the product. You are selling yourself as a product and an English resume is like the marketing material. It's the pamphlet, it's the flyer, it's the advertisement.

So that is why I wanted to start this section by talking about your marketing mindset. Then how do you describe yourself like a marketer? You just need to think about this one very easy concept. So, for example, this is a pencil. It was made in a factory in

China. I'm describing this pencil's feature, right? This is the product and the feature is that it's made in China. Nothing interesting. I'm just telling you some facts. Now, instead of thinking in terms of feature, I want you to think in terms of benefit. So what is the benefit of having and using this pencil? This is a pencil. This will help you achieve a high score on your TOEIC test. Okay? So this is a tool that helps you achieve your goal. Now, if you write like this, then you will get the attention of the person who's reading this marketing material. So focus on the benefit, not the feature.

Let me give you an example. If you're a web developer or web designer, you might say this, "I'm Korean and I create websites." Okay? Not very interesting. There are many people who are Koreans. There are many people who make websites. This is not a very interesting. But if you talk about the benefit, it becomes this. "I know how to design websites that hook Korean customers "and make them open their wallet." Okay? This is much more powerful. And you might ask me, "Well, Josh, how am I supposed "to put that sentence in my resume?" Hold on, I will get there. I will teach you how to make this sentence in a format that's compatible with your resume, but for now, focus on the mindset, okay? So I want you to think about the mindset. You're not just a web designer. You don't just create websites. You design websites that make money.

Another example: I'm a teacher. I taught science for five years. So five years tells me that you're an experienced teacher. That's great. This is just a feature and we can make this sentence even better. Let's focus on the benefit. If I hire you as a teacher, why would that be good? Why would that be good for me? This is what you can say: "I know exactly where science students struggle "and I can design an engaging class "that helps them understand the scientific concept "in less than an hour." Wow! Okay, he's not just an experienced teacher but he's knowledgeable and he can help me solve my problems and helped me understand science within an hour. Okay? This is much more powerful and you could include a sentence like this in your cover letter or certain parts in your resume and I will tell you how to do that, but I want you to, again, see the difference between a feature and the benefit.

In a nutshell, it's very easy to talk about features, but it's not always easy to talk about the benefits. Benefits address hopes, fear, pain and desire of the person you're talking to. Okay? What are their hopes? What are their fears? Okay? What pain points do they have? What do they want? What are their desires? Okay? And this might be a little easier if you were thinking in terms of customers, however.

So what about the hiring manager? What do hiring managers want? Of course, the best way is to talk to them. If you already know someone who works for that company or who works with a similar company you're interested in, then you can certainly talk to them. But overall, most hiring managers want someone who is a skilled, easy to work with, and preferably cheap. Okay? For the most part, that's probably what they're thinking, because if they hire you, they have to look good. They have to be able to tell their boss that they made the right decision. They need to be able to impress their boss as well. And hiring is one of the many things a hiring manager does. Okay? It's not the only thing they do, but there are many, many things they have to do. So oftentimes there are busy, they have many things to do, and they also have to hire you. So let's keep these things into consideration.

What this tells you is that you need to write a resume that really grabs their attention. You've probably heard this before, but a hiring manager only takes maybe between 30 to 60 seconds when they go through a resume. Well, there is a reason for that: because they're busy! They just need to hire the best person for the job. So then you're going to ask, "Well, what should I write about in my resume?" Okay? How can I write in a way that it gets the attention of the hiring manager? Here are the easiest ways to write about that will grab their attention. Talk about your accomplishment, process and use numbers. So for example, highlight your accomplishment. Okay? Why would you want to highlight your accomplishment? Because if they hire you and if they give you an assignment, will you be able to finish all the tasks? Now, why would you want to describe the process for completing a project? Of course, you don't want to get into too much details because a resume has a limited space, but there is a way to do that. And the reason why you would want the mission, a process for completing a project

or task in your resume is because the hiring managers, they're asking this question: "Are you capable of doing this job and do you actually have the skills or are you lying to me?" Next, using specific numbers can be very powerful, because how do you know you have achieved success? If you just tell me that I have achieved the success, that doesn't really tell me. But if you tell me that I was able to close 5,000 deals in a month, then that tells me that you are a very good salesperson. So using numbers can be very powerful. It can be more persuasive.

Let me give you some examples. You are our marketing associate. This is what you might have written in the beginning. You might have said, "I assisted big clients in creating advertising materials. The clients were happy." Okay? You told me what you did, but what did you actually do? What were those advertising materials? Who are the big clients? You said assisted? You said that you helped them? I mean, how did you help them? Right? And how do you know the clients were happy? Right? There's so many questions to be asked. So this, something like this, won't really cut it in the resume. So this is how you would have wanted to change. "I crafted media kits with audio and video that led to over a \$100,000 in sales from industry leaders such as ABC Corp." Okay? Boom! Now I know exactly what you did. Your advertising materials consisted of both audio and video. Hm, that sounds very complicated. And your client, because of your marketing material, your client was able to generate \$100,000. So I know exactly what kind of results that marketing material brought. Okay? \$100,000, depending on the industry and a company size and depending on the timeframe is not a big number, but it still shows me what you're capable of doing, and I like this because it also tells me who you served. Okay? Who are the big clients. I helped industry leaders such as ABC Corp. and now I know the kind of client you dealt with. If you had worked with a company or a client who's reputable, you could have put that in. Next, let me give you an example of a web designer. A web designer might say, "I redesigned the company website and now it looks prettier." Redesigning a website can be a very complicated task, so web designer, I don't want you to just say that you redesigned a website, because redesigning a website can be a huge headache, and if you're able to solve such a big problem, I want you to show it. I want you to show me

that you're skilled in it. So here's one way to say it. "I proposed and executed the company web design overhaul "which led to 20% increase in online sales "and increased the average time on page per visitor by 10%." So let me break this down for you. Proposed and executed, so it shows what I can actually do. I didn't just redesigned, but I have also proposed some ideas. It shows that I am self-driven and I can take initiatives. Now, because I redesigned the website, this led to a success. How do I know I have achieved success? Increase in online sales, increased the average time on page per visitor. Okay? So, if you're a website owner, if you run a website, these are very important metrics and you would know that. Okay? Making a website prettier is, of course, important, but what is the goal of making a website prettier? Two things: to make more money and to keep people on your website.

Let me give you my example. An English teacher. I have five years of teaching experience. I'm very experienced. I have seen many, many teachers resumes and it's good that you tell me how many years you have taught. There are many people who have taught for five, six, 10 years. So if you have taught for 10 years, how do I know that you're better than someone who taught for nine years or 11 years? How about this? "I tripled the number of student enrollment in three months "by active referrals and ensuring quality lectures." Again, here I'm showing a specific result. I tripled the number of students, student enrollment, in three months, okay? If an institute owner read this, they would be impressed. Why? Because what do institute owners, CEOs, what do they care? They want more students because more students means more money. Let's say a head teacher was looking at my resume. This wouldn't really resonate with her. Just imagine what would a head instructor or head teacher care. They probably care more about education? They probably care more about... If I'm really nice to the students? So depending on who's looking at your resume, you can write the same thing in a different way. I specifically geared my resume toward a CEO, toward someone who would care more about money and that is why I wrote this this way. I also talk about how I tripled the number of students: by active of referrals, I created my own referral program, and ensuring quality lectures. Now, I used this exact line when I applied for a PR agency. Yes, I've been a teacher, but I also applied to

different jobs and I applied to this position at a PR agency. PR means Public Relations. So they do communication, they do marketing. And when I wrote this down, the first thing the hiring manager asked me is, how did you do this? This grab their attention because I knew that this is what they would care about. Now you might be asking, "Wait, Josh, does that mean "all the language institutes care about money "and they don't care about the quality of their education?" You might be wondering. well, here's the thing: being a good teacher is given. It's assumed that you are a good teacher. It's assumed that you are a good website designer, but very few people will take an extra step to think about what the hiring manager is thinking or what the CEO is thinking. So if I'm a good teacher and if I can help the business make more money or save more time, of course they would be interested. Okay?

So let's summarize this section. Your resume is a marketing material, not a bio. Focus on benefits, not features. Be selective and intentional with what information to include in your resume. The goal of a resume is to make the hiring manager want to meet you in person. Your resume is a movie teaser, and your job interview is the movie. Okay? One more time. The goal of a resume is to make the hiring manager want to meet you in person. That's the only job of a resume. Your resume does not help you get a job. Your job interview will help you get a job. In order to have this marketing mindset, you need to know what they want. You need to know what the hiring manager wants. So talk to people, go to networking events, take them out for a coffee. And that's some of the things that I did. Don't ask them how do I get a job? Just ask them what's bothering them, what's bothering their teammates, what are some of the things they have to go through, what kind of help do they wish they had, what are some of the complaints they have with their coworkers. Right? This would be a very good data point for you to consider when you're writing your resume.

Also read books written for hiring managers. When you read books for hiring managers, it will say, "Look for these job candidates." You read that and now you know exactly what become that. So read some books that are written for hiring managers and you can draw many insights to be a good job candidate. Also listen to my

SplashEnglish Podcast Interview with an HR Consultant, to get some insights on living and working abroad. Okay, so that is for section one. Tell me one interesting insight or concept you learned in this section, and leave your comment below.