



Hi – I'm Gerard le Roux, - Professional CV Writer and Job Search Coach. I'm here to help you make a bigger impact in your job hunt or career.

And, to me, it all begins with a CV that powerfully expresses and presents your true value.

My background is as a recruiter for large corporations like Old Mutual and Shell. And my job search advice has been published in The Star, Cape Argus, Financial Mail and more. I've also been hosted on Radio 702, Cape Talk 567 and SAfm

Check out my free offer at the end of this document – the opening – stand alone – of my new book Job Search FAST TRACK – DYNAMITE for Job Hunters.

Contact me directly if you have any questions beyond what you'll find in this document.

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CV / résumé, profile, cover letter, promotional writing by Gerard le Roux:

## Putting the Best of You on Paper and Online – Personally, Powerfully, Professionally, Persuasively

- **Do you need specialist, personal, expert CV / résumé help?**
- **Are you too busy for the agony of writing it yourself?**
- **Do you have a unique situation requiring a more innovative approach?**
- **Are you just not getting your message across with a 'cookie-cutter', 'typical', 'average', 'template' type CV approach?**
- **Are you taking advantage (full advantage!) of marketing yourself online?**

... helping you win more job interviews and more job offers, make a bigger 'splash', a high impact, 'bash down door' impression. Guaranteed.

### PERSONAL, EXPERT HELP

You want a CV and online presence that helps you make a big impression, a CV that gets you noticed, a CV that says, "Hey! Here's someone special." Right?

*My commitment is: "Work with me and you'll end up with a professional CV that impresses and influences. It must get attention. And employers must respond.*

Whether you have the perfect experience or qualifications etc. for the job you want, or not – you'll have me using every trick in the book to help you make an impact.

### WRITING YOUR OWN CV IS A TOUGH JOB

Do you also find that it's just so difficult to write your CV? Sometimes you just seem to go around in circles – not knowing what to include or exclude, how to phrase or word things, how to present some of the jobs you've had or ... y'know that time you were unemployed for 6 months.

And besides that there's getting the word processing right, the look and feel, the alignment, etc. **You can spend many frustrating hours on it.**

But really ... your CV is your first impression. It can be a powerful, hard-hitting document that bashes down doors of opportunity for you. Or it can make you look really average – perhaps with a long, drawn out job hunt as the result.

So, does your CV and present you as powerfully as you'd like it to?

### WHY MY SERVICE MAY BE A GOOD CHOICE

**I've done my "10 000 hours"** (see Malcolm Gladwell's book Outliers to see how important it is to have put in the hours in one's profession). In fact I'm heading toward my 20 000 hours – yeah, just writing CVs – every word, of every one; each uniquely worded, content carefully chosen and then presented for best possible impact. Since 2002.

**All you do is dump all your old documents**, appraisals, testimonials, personality profiles, etc on me. I'll do the rest. I'll make sense of it.

**Has anyone benefitted from my services? Yes.**

*"Gerard. A month ago you wrote my CV. Up to then I'd sent out more than 1500 CVs and got 6 responses. I sent out my new CV 16 times, got 6 responses, and was offered a great Senior Management job which I've accepted. Thanks. You did a great job."*

- Mike V, BSc MBA, Engineering Project Manager

I've had some good references. Here's an example:

*"Good day Gerard, A bit of feedback ... this email serves to thank you for your help, as I have been successful in the first job application that I made. I don't think I would have stood a chance of being short listed if it wasn't for your creative genius in laying out my CV. I have recommended many friends to make use of your services. All the best and many thanks."* -NC, Durban

(Don't know about the "creative genius" bit, but I'm glad I made a difference.)

And another example:

*"Gerard helped where no one else could. I found myself in a real pickle and without Gerard's cv skills I would have been in a difficult spot. Gerard has mastered his skills and was extremely accommodating when I needed a quick turn around."* -MC, Johannesburg

**My experience is across many disciplines and levels.** I've written CVs for Managing Directors, Professionals (Accountants, Doctors, Lawyers, etc), CEO's, and Engineers from all sorts of backgrounds - so I'm confident I can help you too.

**I have a good background in 'people' and 'marketing.'** With experience including corporate recruiting (for Old Mutual, Shell, Caltex, Deloitte and more), I am also student of advertising copywriting and sales (these are critical skills in the CV writing process.)

**I make a living writing CVs that sell.** I don't delegate the work. I don't use a one size-fits-all template. I work with you personally to get your CV just right.

## **SERVICE DETAILS AND FEATURES**

Here's what you'll get when you enlist me to write your CV:

- My service offers you a strategic CV – where we go deeply into your background, skills and achievements in order to present the very best information to help take your career forward.
- I'll sort through pages and pages of your past experience, reference letters, testimonials, job descriptions, personality profiles and performance appraisals and deciding what could be used to make a big impression in your CV.
- I'll distil all that information into 2 or 3 power packed pages that represent the best of you - the content most likely to get favorable attention and response.

Key features include:

- An analysis of performance appraisals and personality or psychological profiles – with a view to including information that adds credibility to your profile.

*"Dear Gerard - You drafted my CV - rather you created my "value-add profile". Since replacing the old CV with your masterpiece I did indeed get many more reactions. I have finally landed a job and I know your CV got my foot in the door. The job is the Senior Legal Advisor for a large Medical Insurance company and the package is higher than I ever expected where I had R500K in mind - I was offered R750K per annum. I cannot thank you enough!"*

- Angie B, Attorney

*"The first comment I had in my interview was that I had a very impressive CV, I think the interview was just to check me out, they had made up their minds already who they wanted for the job!"*

- Karin, Admin Manager

*"Thank you, thank you for the best new year's present ever. Now I have two more interviews lined up for this month, but the difference is that I'm in the driver's seat. I have referred some of my colleagues to you, the results that I got from the CV that you drafted were excellent and within 3 days I got results- my first interview, within 6 weeks - a new job. Keep up the good work - the results are definitely guaranteed when using your service."*

- Ingrid C, General Manager

- Every word on the page is carefully considered and every sentence re-written to simplify and ensure a 'punchy' easily scannable read that makes an impact.
- In addition to that, I'll identify any negative situations in your career and with you decide on a strategy to minimize the possible damage in perception these situations can create if not handled with care.
- We'll also delve a little into what surrounds your professional life – your interests and personal achievements – these can often provide a freshness and interest to a sometimes dry document.
- Something else I spend a lot of time on is to come up with a clear, powerful value statement. This kind of statement provides a short, sharp, effective insight into your skill and value and importantly the benefit you provide. It conveys focus and clarity of thought on your part to a reader.
- I do background research, for example into companies you've worked for (who's trusted you before?), or companies you want to work for (what do they value most?) and of course into technical terminology (to keep it simple).
- A key consideration is to be concise and to the point. This requires extensive work on my end to be brief but to still convey depth of experience and value.
- You also have access to me to help guide you in your job hunt – regarding cover letters (I'll edit yours or even write it), what works in the job market, how to answer tough interview questions, what to expect and how to deal with the many challenges the market presents.

## FEES

I don't offer a cheap service here – there are enough other services offering that. I work with people who want the best help available. The fee is based on your level of earnings and seniority. The more the earnings and seniority, the more complex the task and the higher the fee.

Identify Your Level		Fee
Level 1 (If your gross salary is less than R9 999 pm)		R675.00
Level 2 (gross salary is between R10 000 to R19 999 pm)		R750.00
Level 3 (gross salary is between R20 000 to R29 999 pm)		R975.00
Level 4 (gross salary is between R30 000 to R39 999 pm)		R1 100.00
Level 5 (gross salary is between R40 000 to R49 999 pm)		R1 300.00
Level 6 (gross salary is R50 000 pm and above)		R1 500.00
<b>LinkedIn Profile</b>	Revamp: R350.00	New: R500.00
<b>An about.me Webpage</b>	R500.00	

[No VAT is applicable.]

Additional versions of a CV are R350.00 each (eg. if your primary focus is for an Engineer position but you're also interested in a Sales role then you'll need an additional sales version). Updates are R350.00 each (previous clients only).

Whatever your level – you've got me using all my job market, corporate, marketing and copywriting knowledge to help you. And I'll work on it until you're happy.

*"When I sent my CV I went straight onto the shortlist. And after only 1 interview I was offered the job! I really believe that the CV made me more positive and impressed the employer by being so clear and selling me"*

- Kirishnee N, Financial Manager

*"Within a day of sending it out I was contacted for a higher position than what I was actually looking for. I will be lined up for an interview next week. Thanks to you I am now more marketable and have a very high hit rate. I was amazed at the quick response I received."*

- James, IT Engineer

## **HOW TO ORDER YOUR NEW CV**

To order simply send an e-mail to me at [gerard@jobsearching.co.za](mailto:gerard@jobsearching.co.za) supplying the following details and information:

1. Your full name and contact details (mobile, landline, Skype address if applicable, and e-mail address).
2. Please attach your old CV so when I talk to you I already have some background information.
3. Also state the kind of job titles you're going to be applying for.
4. And finally please mention how you heard of this CV Writing Service (eg – Google, referral from a friend, newspaper article, etc)

I'll then respond personally by phone or e-mail with a quick assessment of your CV – so you'll get some idea of the changes I'd make to your CV if you entrusted me with the re-writing of it. Consultations are conducted via phone or Skype – therefore all services are available worldwide.

Please note that due to high demand and because I design and write your CV myself, I cannot offer a same-day service. When I make contact we will discuss your time constraints and I'll discuss the time slots I have available. Currently delivery is running at around 7 working days.

I look forward to helping you and working on your CV together.

But if you'd like a bit more insight into CV writing ...read on, there's some interesting stuff here, like why it's so hard to write your own CV and ***what the one big secret is***. And you'll also see a few important ***CV "Health Warnings"***.

**[Read on for more on CV writing ...]**

*"I referred a friend to you some time ago. He's now got this "dream job" at Toyota in and has already been made 2 other offers. He has attributed most, if not all of his success with regard to the offers and interest shown in him by prospective employers to YOU! And now I want you to help me in the same way."*

- Errol, OHS Specialist

*"Thanks for all the help. The CV is brilliant! I am very happy."*

- Andrew, Clinical Psychologist

## **Why is it So Tough to Write Your CV?**

You agonize over the details:

"What do I include?" "What do I exclude?" "Is it too long, or too short?" "How can I convey my true value as a person?" "What's the right format?" "How can I sell myself without sounding arrogant?"

Or you may be saying, *"I just don't have time for this!!"* It can be confusing and time consuming. Mike is perhaps a typical example:

Mike decided to find a new job. So he made a few calls in answer to adverts and all he heard was "send your CV". In a hurry he sat down in his lunch break to quickly update his CV - and he got stuck!

He seemed to go around in circles - not knowing quite how to phrase things, or how to present himself so he would stand out. He ended up shelving it. And 3 months down the line, it was the same all over again.

Like Mike, many get stuck trying to deal with stuff like this:

- They've got a lot of diverse experience/expertise and if they include it all their CV will go to something like 10 pages or more
- They may be totally new to the job market.
- They've had 3 jobs in the last 2 years.
- They've had 40 years work experience.
- They're changing career and need to break into a new field.

It's complicated! Difficult! And you can add the problems of getting the word processing, spelling, and grammar right. Also the understanding of how a CV gets read and the psychology of the reader.

Like others, you also may spend hours on your CV, you sweat to get it right – and then it just gets tossed.

## **THE SECRET TO A GREAT CV**

No it's not bells and whistles – one CV I saw was written in "sparkle text". Sparkle text is a font effect in MS Word that puts little sparkling colored lights around each letter. Fine for a party invite – but not for a General Manager's CV. That's just not it!

There don't have to be drama or theatrics involved!

No, the secret is relevance. Your CV must show how you can solve the employers problem. Your CV has to present you as an 'answer to a prayer'. Your CV has to show how you can make a difference. And it has to establish you as credible and trustworthy.

Your CV has to answer the 2 questions employers always have uppermost in their mind when looking for new staff:

*"Dear Gerard - Thanks for the CV you drafted for me last month. I just wanted to let you know I submitted it to one company last week (the first and only application, a networking intro, not an advertised job) and went to an interview this morning where I was offered a position at the interview."*

-Shelli, Sales Representative

Obviously, there's a bunch of other stuff that's of great importance (won't bore you with the details here – but it's stuff which I spend a lot of time on when writing a CV) – but truly, relevance is the big secret.

Your CV has to show how you can provide a solution to a pressing problem – how you can help the organization or a department make more money, increase efficiency, save money, avoid risk, etc.

A CV like that is able to impress, influence, and have instant impact.

Now, for a success story.

## **A SUCCESS STORY**

I wrote a CV for David, an IT executive for a major Private Bank. Here's the e-mail I got from him a short while back (excuse his spelling!)

*"Gerard - I just wanted to thank you sincerely for an awesome CV. It was one of the tools that helped me get a dream job with an obscene salary in the elusive software development field.*

*"I have resigned and are in transit between my previous employer and the new one and thought I need to give credit were credit is due.*

*"I received numerous complements from recruiters and organisations in the search period. I pitched very high i.t.o. position, salary and international relevance and we competed against people from here and first world countries. Thanks for your help, you made me look good."*

Apparently a well written CV can make a huge difference.

## **A FEW CV "HEALTH" WARNINGS!**

Just a few additional considerations for you to think on:

**Health Warning 1** - A CV, no matter how good, is NOT the answer to ALL of your job hunting woes! Other factors affecting your success in the job market are:

- whether there's a demand for your skills;
- what methods you use to look for a job;
- who ends up reading your CV;
- how you handle interviews;
- what your references say about you; etc.

So although having a strong CV is of the utmost importance, there are many other factors that have an influence on whether you get hired or not. I'd love to say "pay me 'X' and I'll guarantee you a job" - but I'd be promising you I could control the uncontrollable.

The testimonials given here do NOT guarantee you'll get the results they did. All I can do is provide the best guidance on these matters - and that I promise to do.

*"Hi there - Just briefly to let you know that I am having a fantastic response after making use of your advise and writing my CV! Many thanks for assisting me with getting my confidence up to speed and my focus in place as to tackling the job/contract hunt. Thank you!"*

- Sarah, Business Analyst

**Health Warning 2** - Some CV Writing services work on a volume basis. They're inexpensive but they just use a standard format and they churn them out like a sausage machine. They're just good typists. Often there's a person who has some expertise at the top who just passes the work on to a junior typist, or secretary to do the actual work.

But for a CV to be written properly every word needs to be carefully considered. It needs someone who understands you and what you do. The same also applies to these 'miracle' CV websites where all you do is enter your details and software automatically generates a CV for you.

Remember, it's not the pretty format but the 'intelligence' behind it that helps you win the interviews, make a WOW! impression, and win the trust, confidence and attention of the decision makers.

Okay, that's it. All the best – I'm looking forward to helping you – remember it's my total focus to help you land that new job – simpler, better, faster!

Look forward to hearing from you.

I'm available anytime on my mobile or via e-mail if you have questions.

## **Gerard le Roux**

Contact Details:

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+27 (0) 83 744 5454 – mobile phone

[about.me/gerardleroux](https://www.about.me/gerardleroux) – my about.me profile

## **"PS" and A FREE OFFER**

Also check out my book **Job Search FAST TRACK – DYNAMITE for Job Hunters** here: [www.jobsearching.co.za/jobsearchfasttrack](http://www.jobsearching.co.za/jobsearchfasttrack).

Here's an extract from the page:

If you're getting no joy with agencies and adverts, then FAST TRACK is going to teach you you can do without them – and get better, quicker results. Guaranteed (and when I say "guaranteed" I mean it.)

The book is really more of a learning programme. You can even get the first module – a stand alone explanation of the principles, with some practical examples of how to apply it and even some 'home work' – FREE.

It's titled "**12 Breakthrough Job Search Secrets**" and you can get it free by sending an e-mail to [12jss@getresponse.com](mailto:12jss@getresponse.com). It'll be sent to you automatically.