The Hired Anyway Course by Annie Margarita Yang

MODULE 1.1 TRANSCRIPT

1 Resume

In this course, you're going to write only one highly targeted resume.

And let me tell you why. You're only going to write one resume that you can reuse over and over again. I'm not going to ask you to write a targeted resume for every single job you apply to.

Let me tell you why.

The reason why is because the way I go about applying to jobs is through an intense one- to two-hour session where I just sit down, blast some motivational music or a speech in the background, and focus entirely on applying to jobs.

It's exhausting.

Actually applying to jobs is really exhausting.

If you've ever truly sat down and done the work, not "oh, I'll just do it when I have time," or "maybe between doing dishes and other things," but actually sat down and focused, you know it's tiring. This kind of focused work is mentally, emotionally, and even physically exhausting because of all the typing you have to do.

So, by the end of one to two hours, I'm done. I cannot do anything else the rest of the day. I'm tired. I just want to eat, take a nap, and that's it; maybe go to the spa after to rejuvenate.

Okay? I don't have the energy.

So, we're going to follow an approach that makes sure you do have the energy to apply because this is really about energy management. If you don't have the energy to apply to jobs, you're not going to end up doing it. It's not going to be enjoyable.

So we're basically going to make this as efficient a process as possible, so you don't waste time or energy. Energy is more precious than time, and time is more precious than money.

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So, let's talk about the two most popular strategies you'll find on the internet when it comes to your job search.

We have **one camp** of people who say, "Okay, you wanna be successful in your job search, you need to write a targeted, customized resume for each job you apply to." So basically, for each company and each job you apply to, you write one that's tailored to them. And that's the "secret," because if you just have a generic resume, it's not going to speak to them. It's not going to make the hiring manager want to consider you.

Then we have the **other camp.**

The other camp says, "Who cares? Don't waste your time writing targeted resumes. Just use your resume as is and apply to as many jobs as you can. Why? Because, in the end, it's all just a numbers game anyway. It's random. It's luck. You never know what you're going to get or who's going to like you. So, the more you apply, the more likely you'll hear back."

They'll say, "Don't be afraid to apply to 500 jobs."

But here's the thing: you might apply to 500 jobs and only get one interview back, which is, by the way, a really poor callback rate for an interview. You don't want that. I would at least want you to get 2 out of every 100 applications, minimum. 2 interviews for every 100 you apply to; that's my goal for you.

If you only get one out of 500, you're clearly doing something wrong in your job search. Something needs to be fixed; your LinkedIn, your resume, something's off. So, we have these two camps. Which one is right? Which one should you follow?

Follow my answer

My answer is "I don't care."

Let's not engage in this kind of debate. Let's get some work done.

Alright?

In the end, I don't care for internet debates. What I care about is getting you results.

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My philosophy is I cherry-pick.

I'm a cherry picker.

I read a bunch of advice, and I take the best parts from everything I read.

So, what's great about writing a targeted, customized resume for each job? Why do people give this advice?

Because the purpose is to make the hiring manager feel like, "Oh, she's the right person for the job because she's speaking to my needs and can solve my problems."

That's the effect you're trying to create.

But you can create that same effect without having to produce a brand-new resume for every single job. You can write just one targeted resume and still create that effect for 90% of hiring managers hiring for that specific job title in your industry.

Then there's the other camp, 'apply to hundreds of jobs'. Go big or go home.

Take the best of that, too. It is a numbers game, regardless of what people argue.

So, take the best of both worlds and do both.

We're going to write one targeted resume that speaks to 90% of hiring managers.

Let me explain why I think the math works out better this way than writing a new resume for every job.

Let's say we follow the "one resume per job" camp.

Some people tell me they spend an entire hour, one full hour, putting together their resume, portfolio, and application for one company, only to never hear back.

That's painful.

Someone told me today they really wanted a job, spent an hour putting everything together for that one application, and never heard back. The pain of that rejection is real.

But okay, let's say you're efficient. You're quick.

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Let's say you've mastered using ChatGPT to write a new resume for every job. It only takes you 10 minutes, start to finish, from prompt to formatting, saving, and uploading.

Then in one hour, you can do six applications.

To hit 100 applications and get two interviews back, you'd reach your 100th application on **day 17** of your job search. And even then, only two might respond, and maybe one gives you an offer.

Alright? So that's the time frame you're looking at if you follow this kind of strategy. And I'm saying that's ideal because, be honest, you're not gonna take 10 minutes, you're going to take an hour.

There's also the fact that a lot of people aren't that consistent. They're not going to show up every day in their job search. They do 30 minutes here, an hour there.

So, in reality, it's probably closer to **six weeks** before you reach 100 applications.

Now, let's compare that to my strategy.

You write **one highly targeted resume**, the kind that makes 90% of hiring managers do a double-take and go: "What's that?" "Oh, that's interesting." "That's impressive." "This person has 80% of what I'm looking for. Everyone else who applied probably hit like 40%. This person hit 80%. It's not 100% but you'll never find a perfect fit, let's call them."

If you write a resume that gets that kind of reaction, you don't need to write a new one for every application.

One resume that satisfies 90% of hiring managers is enough. So, how does the math work out here?

When I work with someone on their resume, the full process takes me about two hours. That's because I'm fast and know what I'm doing.

You're taking this course, and it's your first time. You'll be slower. There's a learning curve. You'll refer back to the materials, maybe ask me to check your draft, and that's okay.

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It might take you five hours to produce the kind of resume I'm asking for.

But that's a one-time investment.

Once it's done, you reuse it for every job.

Now let's see how that plays out.

You upload your resume to job boards like ZipRecruiter and Indeed. These platforms have a button called **"Easy Apply"**.

Your contact info, resume, and even cover letter are already attached to your profile.

So what do you do? You just hit **Apply, Apply, Apply.**

It takes seconds. Maybe one minute each, if we're overestimating.

That means, in one hour, you can apply to 60 jobs.

You might feel good, "I'm on a roll. I can hit 100 today!", and you probably can. There's no reason to be tired because all you're doing is clicking **Apply.**

So by the first or second day, you've already hit 100 applications.

That's the secret to the **Five-Day Job Search**.

How do you get so many callbacks so quickly?

You have a highly targeted resume, and you apply to many jobs efficiently.

If you apply to 100 jobs and get two interviews back, by day two, you've already hit that. Keep doing it every day, and by Friday, day five, you've applied to 500 jobs.

At a 2% callback rate, that's about 10 interviews. Even if only half give you offers, that's five job offers to choose from.

Now **they're** fighting for you, not the other way around. That's a completely different mindset.

In the first scenario, you hit 100 applications on day 17.

In my scenario, you hit 100 by day two and 500 by day five.

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It's also energy management.

It's exhausting to rewrite your resume every time. Why not write one really good one and use it efficiently?

That's why this approach is called **Ready, Aim, Apply.**

This entire resume course is the **"Ready"** and **"Aim."**

The **"Apply"** part; that's on you.

I can't force you to show up for your job search, but I can get you ready and aimed. The rest is your responsibility.

Now, about the last 10%.

What about the 10% of employers who won't be satisfied with your highly targeted resume?

You save them for last.

Don't bother with them until you've exhausted all the easier ones.

Here's how to prioritize:

1. First, go for the Easy Apply listings, the ones that require the least effort.

2. Second, target those that only ask for basic contact info and a resume upload.

3. Third, go for the annoying ones that make you retype your entire resume into their system.

4. Finally, save the most time-consuming ones, the ones that make you take tests, fill out questionnaires, test tasks, or solve puzzles, for last.

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Honestly, I find those kinds of applications rude. They demand an hour of your time for a personality exam or IQ test, and they think that helps them find "the best talent."

But in my experience, I've rarely had to get to that stage.

Just using my highly targeted resume and Easy Apply options was enough to get interviews.

That might not be your situation, but it's my best advice for using your time efficiently and maximizing your chances of landing not just an interview, but an actual job offer.