



The Hired Anyway Course by Annie Margarita Yang

MODULE 1.3 TRANSCRIPT

The No. 1 Resume Mistake That Keeps You Unemployed.

Let me save you months of wasted effort, pain, and frustration of being unemployed and wondering why no one calls you back for an interview.

The biggest mistake I see very smart people make when it comes to their resume is that it's too **generic**.

It doesn't stand out. It doesn't impress me.

It actually just blends in with everyone else's.

“Annie, what do you mean by that? I'm smart, I'm accomplished. My resume isn't good enough?”

Let me tell you what I see.

When someone comes to me with their resume, the one they think is already very good, it actually looks like a repeat of the job listing for the job they used to work at.

Their prior three jobs are just differently worded versions of those same job listings. It doesn't look any different. When I read it, I think, “Am I reading three different job listings here?” I can't tell the difference.

A lot of people think, “But this is what I did at my job.”

Yes, but it's literally the job listing.

So then you ask, “Why am I even being asked to write a resume?”

I remember being 18 years old. No one ever sat me down to teach me how to write a resume. In my head, I thought it was just a repeat of the job description.

Like, say I'm a cashier. How can a cashier's resume really stand out anyway?

Because a cashier is a cashier, all cashiers do the same duties.

So wouldn't everyone's resume look the same?

Wouldn't my resume look the same as my co-worker Samantha's, for instance?



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When we're writing about what we did at this job, we did the same stuff.

So wouldn't the resumes come out looking the same, too?

Actually, no. Writing is an art. It's a craft.

There is a sense of **style and tone** when it comes to writing.

Writing is a form of communication, and everyone communicates differently.

So even though Samantha and I both did the same job, how Samantha communicates to others about what she did, and how I communicate what I did, will come across completely differently.

It is not just a copy-paste of the job listing.

And that is the No. 1 mistake.

When you're a hiring manager or recruiter and you look at hundreds of resumes a day, I swear, when people just do that copy-paste stuff, by the time it reaches your desk, it looks like **mush**.

It's like mushy pasta all blended together; everyone's pasta, just mixed in the same bowl.

You're just like, "*Man, what am I looking at here?*"

It all looks the same.

That's why very few people in the job market actually get multiple interviews.

Now, if you take this course and actually follow my advice, **you** will be the one who stands out.

You'll be the one that makes people look twice and go, "*Actually, this one's different, it's not another copy-pasta.*"

So that's the No. 1 mistake.

Now you're probably wondering if a generic resume gets you nowhere, then what exactly is the hiring manager looking for?



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They're looking for other qualities that relate to their ideal applicant.

It's not necessarily the skills, tasks, or job responsibilities you had.

How you do a job is actually more important than **what** you do.

How you approach your work is often more important than the act itself.

Your resume should communicate to the hiring manager that:

- You saved the company money.
- You saved them time.
- You reduced labor.
- You found and solved a problem no one else noticed.

Or maybe there was a long-standing issue in the company that nobody could figure out, but you did.

Or maybe it was an entry-level job, so who cares, right?

The training is already set up. But maybe your co-workers kept calling in sick or showing up late every Monday because they had hangovers, and you were the one who consistently showed up on time.

Maybe just being **reliable** was the most important thing.

You never know. You can't predict it.

I'll be very honest, there are so many things a hiring manager could be looking for, and you can't always predict what those things are.

But we can try our best to write one resume that's enticing and attractive to as many hiring managers as possible.

Because a lot of hiring managers are looking for the same qualities in their ideal applicant, and I have a way for you to figure out what that "master list" is to work from.

That's what's inside this *Hired Anyway Resume Course*.



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So the job here is to figure out what would make **you** so attractive.

What is the hiring manager really looking for behind the scenes, the things they're not telling you directly, but that you need to understand?

And the goal of this course is to help you become more **attractive** to the hiring manager.

Now, in my spare time, this is a secret I haven't shared with many people, but I'm sharing it now, over the last few years, I've spent a lot of time reading articles on **attraction psychology**.

I'm happily married to my husband of almost nine years, but I have this hobby and interest in studying what makes someone attractive, what makes someone want to be with this woman instead of that one.

What's so good about her? Why does everyone like her but not the other one?

Aren't you ever curious? Then you fall into those clickbait-style videos and articles online: "What is he really thinking about you?" "Does he like you?"

I fall for those all the time. Because I immerse myself in that content, I've also started to think about the **job search** in the same way.

The job search is kind of similar to dating.

You have to like the company.

The company has to like you.

So how do you make yourself so attractive to so many different companies that, instead of you chasing them down for a job, or an interview, or to give a chance or job opportunity, **they** are the ones chasing **you** down?

They're the ones saying, "Hey, we gave you the offer, can you accept it already? Can you sign this? I'm looking to hire you!"

That's what you want.



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So think about it; if you ever met someone who knew what they wanted and they were confident in knowing what they wanted, that is so attractive. You just want to be around that person because you want to be around people who are so sure of themselves.

Now, are they confident that they'll get what they want? That's another story.

But if they are confident about **knowing** what they want, that's already powerful.

So one way to become that kind of person, the kind who makes others go, "Wow, that person knows what they want," is through a **highly targeted resume**.

That in itself is a communication to the hiring manager that you're the kind of person who knows what you want.

And that is attractive. People love to work with someone like that.

I gotta say, there was a time I worked for Quicken Loans.

I made videos for the Quicken Loans YouTube channel for three years.

And for that job, I was actually scouted.

I wasn't the one looking for it. They found me on YouTube, and they were the ones who were so excited to get me on the phone to talk about this potential opportunity to make money for me.

Annie, they said, this is a perfect fit for your brand.

And I was so curious. "What is this perfect fit for my brand?"

When I discovered that it was to create educational videos for their YouTube channel on how to become a first-time homebuyer, I was like, actually, that is a perfect fit.

You know why they picked me?

I questioned for so many years why they picked me.

And I realized it was because I knew what I wanted.



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I wanted to help people become financially independent.

I wanted to educate the public about how to manage their finances.

And this lined right up with Quicken Loans' agenda.

It was a good match.

They're not going to reach out to someone unless they're sure that person doing those videos for them is also genuinely interested. It takes two to tango to make a partnership work.

So they knew I was interested in that kind of stuff. I was the kind of person who knew what I wanted, and they wanted to align with that.

So you want to be that kind of person who knows what you want and communicates that to potential employers by writing a highly targeted resume.

You write it for the employer, but also for yourself.

It's in your objective.

What are you looking for? What are you looking for in your career? When you know that, you have a much easier time getting the interview and the offer.

The other thing I want to say about writing a highly targeted resume, which is far better than a generic one, is that you begin to think about how people experience you.

Alright? What are hiring managers looking for? How do people experience you?

When I say the word experience, I don't mean how many years of experience you have doing something.

That's not what I mean.

A lot of people, when they hear experience, think of that.

No. Think Apple.

People love Apple as a brand.



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A few weeks ago, my laptop stopped working. I called my friend and said, “Oh my God, my laptop’s not working. It’s dead.”

And she said, “You gotta buy a MacBook, Annie. If you get a new computer, you gotta get a MacBook.”

I told another friend, “Hey, I need a new phone. My phone’s five years old. It’s from 2020, and we’re in 2025 now.”

And she said, “Annie, you gotta get an iPhone. Make sure your new phone is an iPhone. iPhone is the best.”

Now, if you think about it, a phone is a phone is a phone. A laptop is a laptop is a laptop. They all do the same stuff.

So why are people recommending Apple, the brand?

It’s because when you buy Apple, you’re buying an experience.

That’s what you’re buying, the experience.

The product managers and the leadership at Apple have already determined exactly what kind of customer experience you’re going to have in their store and with their products.

So when you’re buying Apple, that’s what you’re buying into, the experience of using an Apple product.

Think about vehicles.

Why buy a Toyota versus a Honda, a Mercedes, a Lexus, a Ford, or General Motors? There are so many different manufacturers you can go with.

Why one over the other?

It’s also just a car that takes you from point A to point B.

Why spend one hundred thousand dollars on a vehicle when a twenty thousand dollar vehicle will get you there just the same?



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It's the experience. You're paying for the experience of using that product.

So when a hiring manager is looking to hire someone for a job, they're not just hiring for skills.

They might say consciously, "I need to hire someone with this skill set and this education."

But ultimately, the person who actually gets the job might have fewer qualifications than you. Which is why we hear people say, *"That person had fewer qualifications than I. I was more qualified. Why didn't I get the job?"*

Experience. Not years of experience, but the experience of working with you.

What experience do you give people?

When I work with someone, they're not paying me just to do their accounting.

They're paying for the Annie Margarita Yang experience.

That's what they're paying for.

And they know that if they go to a different accountant, *"Oh no no no no no, I don't want to go with a different accountant"*. They want the Annie Margarita Yang experience.

They don't want any other experience. They like it that way.

So you want to communicate that aspect of yourself as well.

And I have to say, it's really difficult to figure out what experience you're giving people right now versus the ideal that you're trying to project energy-wise.

But once you figure out those two things, and then how to close that gap, you can create that experience.

The Samantha experience, the Adrian experience, the Heritage experience.

You can create that experience on command, again and again, and deliver it consistently, because that is ultimately what people are paying for.



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They're employing you, yes, but you are the company of your life.

You are the CEO of your life and the CFO of your life. And they are paying you for your services through your time.

They pay you by the hour. Even a salary is still by the hour. That's how I look at it. They're paying for your services and how you use your time.

So yes, that's what I mean by experience. And this is also why ChatGPT can only take you so far.

This is why ChatGPT can write a resume for you, but it cannot describe the experience of working with you.

This entire course is basically about attraction strategies and figuring out who you are, what you actually bring to the table.

And that's all the extra work you have to do that makes people recognize you and say, "Yeah, I want that person." ChatGPT cannot replicate that for you.

So this entire course is really about having the transformational experience of going from who you are now, the kind of person you are now, to becoming the kind of person who is worthy of that job.

The kind of person who becomes the **2% job-application candidate who gets multiple interviews**, while everyone else struggles to even land one. That's what I'm giving you.

I'm giving you that transformational experience of becoming that new person. And ChatGPT just cannot do that for you.

So we're going to wrap this up. This is why a generic resume is just not going to cut it.

Next, I'm going to talk about writing targeted resumes and how writing a highly targeted resume will get you much further in your job search. Instead of writing so many of them, just writing one really good one will actually help you succeed.

So stay tuned and watch the next video in this course, and I will see you.