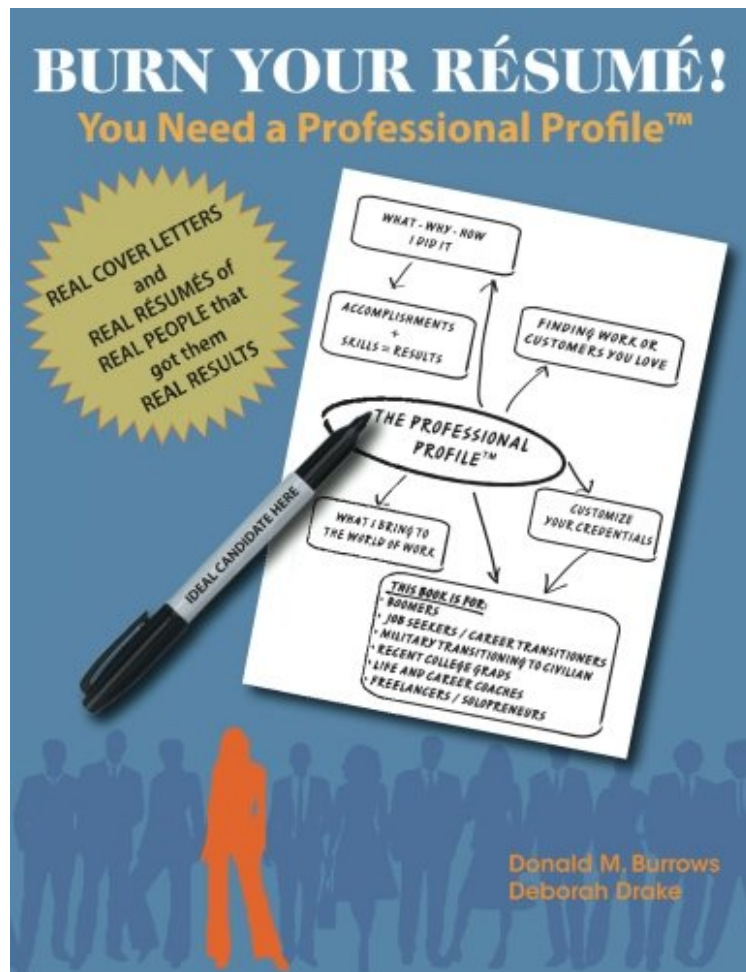


(Download free pdf) Burn Your Rsum! You Need a Professional Profile: Winning the Inner and Outer Game of Finding Work or New Business

# Burn Your Rsum! You Need a Professional Profile: Winning the Inner and Outer Game of Finding Work or New Business

*Donald M. Burrows, Deborah Drake*  
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**Donald M. Burrows, Deborah Drake : Burn Your Rsum! You Need a Professional Profile: Winning the Inner and Outer Game of Finding Work or New Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Burn Your Rsum! You Need a Professional Profile: Winning the Inner and Outer Game of Finding Work or New Business:

2 of 2 people found the following review helpful. Wow! Stepping out of the box to stand out. ;)By B. WardLeave it to Don to take resumes to the next level with the PROFESSIONAL PROFILE. His workbook reminds me of the popular saying "go big or go home"! I have a successful career, but the book got me so pumped and motivated that it made me get out my "resume" and re-write it just to see what my own revised PROFESSIONAL PROFILE looks like.A couple

take-away impressions from my first read through the book (I plan to re-read at least three times):

1. The workbook style makes the work people need to do to change their thinking very real and very practical
2. If people are mired in thinking they don't have unique talents to offer an employer, the workbook exercises help uncover those "hidden" characteristics
3. Specific examples help to translate step-by-step a very daunting finished product into the components to get their incrementally
4. The passion (and experience) the authors have for the topic is obvious throughout the book
5. Supporting materials on their internet site make the book 10x more valuable than just the book alone - watch the videos too!

I have already started giving copies of this book to my friends and neighbors who are either looking for advancement or are displaced due to the economy. Most of them had decided that what defined them was based on the jobs and pasts they have had - not based on the jobs or objectives they WANT. Don's book is a wake-up call to help people take the necessary steps to reimagine their best future:

- A. Consider what you have done well already
- B. Take credit for the value you bring to an organization
- C. Imagine what you would like the future to look like
- D. Be specific about what you want - and use your inventory to support your claim
- E. Communicate these things cohesively and then go and get it!

If you are like me, sometimes it is hard to see the trees for the forest. This book helps you step through the process of examining the trees in detail, consider their unique values, organize them, and then assemble them in a way that other people can appreciate just how valuable an asset you could be in their organization - assuming you don't decide to go out and work for yourself after realizing just how good you really are! Bravo.

2 of 2 people found the following review helpful. A 21st century look at the rsum format of the 20th century

By jonscott Williams "Burn Your Rsum! actually addresses what getting into the job market of the 21st century is really all about. It will also help you understand that the process of creating the Professional Profile - as directed, detailed and outlined in the book - and the Professional Profile itself are two very different, albeit important, things. In creating the Professional Profile you'll gain insights into the real live subject of the profile ... that would be YOU! You'll learn (and appreciate) stuff about yourself and what you've accomplished that you'd never even thought about before. The creation of the Professional Profile takes the concept of rsum light years beyond the usual "where I was and what I did" meme and forces you to examine and document "who I really am and what I've actually accomplished". It will not only present you to you in a totally different (and more illuminating) light, but it will also present you to potential employers as someone who can actually add value. Once created the Professional Profile, like you, is a living breathing entity, not some chronological laundry list of where you were and your tasks ... that's not you, that's little more than a basic employment itinerary. The Professional Profile authentically presents the accomplished professional that a truly progressive and intelligent organization wants and hires.

Full disclosure: I've known Don Burrows for over a decade ... and his Professional Profile approach has helped me get TWO jobs!

1 of 1 people found the following review helpful. It WORKS, and then YOU WILL WORK

By ScottDon Burrows' Professional Profile system helped me win two new, very valuable contracts! Here's how it worked:

- #1 - A want-ad for a contract position got my attention. My Skills and many Accomplishments were a perfect match, so, I used my Skills data bank and Accomplishments data bank to adapt my Professional Profile to the job, then submitted to the recruiter. The recruiter contracted me within days. A face-to-face - - that's right, Not A Phone Interview, but a face-to-face interview - - was scheduled within a week. It was the easiest interview I've ever had, because everything relevant was laid out. A week later I accepted the contract offer.
- #2 - Using Don's method of targeting companies, I sent letters of inquiry to my targets, along with a targeted Professional Profile. One of my targets called me in for a meeting. I left with the assets that I needed to get started on their project, and had a signed contract within a week.

Bottom line, it works. A Professional Profile is a proven tool for getting you that next contract, or a new job!

Don Burrows gets you the attention you deserve by showing hiring managers exactly why they should hire YOU! A Professional Profile will get your phone ringing and will get you that interview. Don's targeted strategies put your name, skills and accomplishments right in front of the people that you need to talk to. Turning your resume into a Professional Profile will snap you out of the job search doldrums; you're going to remember all of the amazing things you have achieved, and you're going to showcase what you can achieve for your future employers. Creating a Professional Profile is a life and career-affirming process that will remind you why you love doing what you do.

What exactly is a Professional Profile ? And why does a new college grad, a job seeker in transition, an independent consultant, an entrepreneur or a small business owner need one? A Professional Profile is much more than a chronological or functional rsum. It VIVIDLY showcases your Accomplishments, your Special Skills, and what you bring to the World of Work. Work experience and employment history aside, who are you professionally, really? How confidently do you present yourself to future employers and clients as the IDEAL candidate? Want to shine each and every time? Having a strong working rsum (chronological or functional) will not help you actually get the work you want if you cant also talk intelligently about what lives in that document and who you are and what you bring. Are you still using standard templates for resumes and covers letters and getting no interest or worse; form rejection letters? We implore you to STOP the insanity. Get thee a Professional Profile !

**JOB SEEKERS/ CAREER TRANSITION:** Can we interest you in greatly improving your chances of winning interviews quickly for work you really want to do?

**COLLEGE GRADS:** Are you looking for that first job that launches your career just right from the start?

SOLOPRENEURS: Are you ready to STAND OUT and present a Positively Disruptive Professional Story of yourself? MILITARY IN TRANSITION: Are you looking to translate your military experience into the civilian job market? BOOMERS: Are you determined to keep working at meaningful work until you determine you are ready to retire? CAREER LIFE COACHES: Are you looking for a resource to help you build your practice and help your clients achieve results that are multi-dimensional? Warning: This book is not just about how to create a functional resume. There are plenty of books that already do that VERY WELL. This book is about taking a functional resume and cover letter to a WHOLE NEW LEVEL. Prepare to get to know your full professional story and all that you bring to the world of work. Inspired by What Color is Your Parachute? by Richard Nelson Bolles in the 1970s (now in its 40th Edition), the idea for The Professional Profile methodology was born and has helped many win their job search game. Unless you have a professional angel or fairy godmother, we believe you will need to develop the ability to be your own best advocate. The Professional Profile process is designed to make you GLAD to be your own best advocate Winning the Inner and Outer Game of Finding Work or New Business IS the name of the game we invite you to play and win.

About the Author Back in 1974 Don Burrows began his first real job post graduate school working for Marriott Hotels International in Human Resources. FACT: He landed his first job using a Chronological Resume BUT he also followed his fathers advice to include personal interests even though he didnt see the RELEVANCE. Turns out, his love of photography made him the ideal candidate. Thus began over three decades of developing better ways of documenting his own professional accomplishments and helping others do the same. Inspired by What Color is Your Parachute? by Richard Nelson Bolles in the 1970s (now in its 40th Edition), the idea for The Professional Profile TM was born and has helped hundreds win their job search game. In 2010, Don Burrows met Authentic Writing Communications Mentor, Deborah Drake and the two embarked upon a Joint Mission to Revolutionize through Revelation the way that people and their resumes worked to gain them meaningful work they loved doing.