1.   MAKE A DECISION: CV OR PROFILE

Within the context of a visibility strategy, people frequently post a selection from their profile parts of their professional profile on a job site or social network.

On some sites, they invite you to submit your CV and on others, your profile. Reading between the lines:

- In the first case (submitting your CV), they automatically assume that you are looking for a job;
- In the second case (filling out your profile), they think that you are looking for visibility and eventually, but not necessarily, looking for a job.

If you want to be very careful, use the "Profile" instead of the "CV."

2.   CONSIDER THE ADVANTAGES AND DISADVANTAGES OF HAVING YOUR CV OR PROFILE ON THE INTERNET
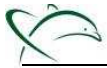
If you choose to do this, be careful.

As for any decision, there are advantages and disadvantages to consider.

2.1   Disadvantages of having your CV or Profile on the Internet

- If you are employed, your employer could accidentally find your application and know that you intend to leave. In some companies, there are devices that systematically search for CVs from their employees on the Internet in order to monitor their loyalty.
- If you are thinking about a somewhat radical change in your career, information about your past could be incompatible with the job that you intend to have.
- By giving too much information about your past, you reveal certain mysteries, which are precisely those, which make them want to meet you and justify a meeting with a potential recruiter.

2.2   Advantages to having your CV or Profile on the Internet

- Unexpected contacts can be created. You might be approached by a company that belongs to a sector or type of job that you would have never thought about.
- The formula economizes time. It avoids sending 30, 50,100, or 150 applications to companies to which you want to apply.
- It can be very effective, because it exposes to thousands of potential employers.

3. FOLLOW EXPERT ADVICE IF YOU DECIDE TO UPLOAD YOUR CV OR PROFILE ON THE INTERNET

3.1 General Notes

In a recruitment process, you have to send your CV in 98% of cases.

You have the strategic interest of doing this as late as possible, because the majority of employers and recruiters primarily use the CV to eliminate candidates more easily. They look for gaps, incoherence, and factors which allow them to sort through them quickly (age, nationality, gender, lack of experience, too much or too little education…).

Bear in mind this caveat. It will allow you to create a winning CV or Profile.

At first glance, an online CV can be mistaken for a classic CV. On it, you find the headings, "Experience," "Skills," or "Education…"

In reality, it is not even close, because it adds content under each of the headings.
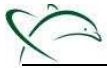
3.2 Define your Professional Objective

The very first thing to do is define the professional objective for which you are aiming. Write down the type of position that you would like to have. Specify the role (in a very generic or wide way) and the sector (in a specific way). The next part is relatively easy. You have to construct a "reverse CV" or "reverse profile." In order to do that, you have to create a CV or profile which emphasizes the actions that you have taken that are in line with your objective. On the other hand, for information that is unrelated, try to give them less importance.

The problem becomes very complicated when you pursue two or three professional objectives that are very different from each other. It then becomes difficult to develop a common document or unique platform to serve the three directions, which are incompatible.

If you have three professional aims, the formula/ideal response comes from the production of three different CVs/profiles. You realize that this solution is incoherent.

Your CV/profile must be well-adapted, or customized to the role for which you are aiming in the sector that interests you in the type of company where you want to professionally develop…

As you can see, this is not a simple exercise. You will never be able to create a perfect formula. Spend some time (between 2 and 4 hours) developing 2 or 3 formulas and choose the "lesser evil." The best does not exist.

3.3   Start from scratch, be creative

Try as much as you can to avoid re-copying an existing CV (simple formula) but start from scratch. Think of the person who will read your document.

3.4   Say less… to say more

Remember the golden rule of communication: "Less is more." This means that your text will be short so that it will have a better chance of being read and more closely. Long texts will escape and when they are read, they will remain on the surface.

Eliminate all information which is not necessary or which can be detrimental or put you at a disadvantage. However, stick to the truth. Avoid, at all costs, bluffing or cheating.

3.5   Pay attention to your style

Always keep in mind that your reader will only give you 5-20 seconds.

Be as authentic and natural as possible without writing the way you talk.

Write your text as if it were spoken. Treat it like an "elevator pitch."

Use active verbs.

Write in a direct and dynamic way and avoid writing in a convoluted way. Say, *"I have implemented an action plan,"* rather than, *"As a manager…I have been entrusted to the assignment which consists of implementing…"*
On the same note, don't speak in the third person.

Create short sentences (12-14 words per sentence) and use familiar language that you like.

3.6   Present the results rather than the titles/tasks or methods used

To describe yourself, avoid the classic pitfalls into which it is easy to fall. Avoid citing, unless it is necessary or justified:

- The names of companies for which you have worked;
- Previous job titles
- Names of assignments/projects that you have been given;
- The list of tasks of your description of roles;
- The responsibilities that you have assumed;
- Skills and/or knowledge and/or personality traits that you have;
- Adjectives or worse, superlatives to describe your actions.

It is a lot more important to specify:

- The results that you have attained;
- The major difficulties that you have overcome;
- Potential sizes of teams with which you have collaborated;
- Techniques that you have used;
- And finally, "commonalities" or common points between worlds where you have achieved your goals and the company that you want to approach. This shows the transferability of your talents.

3.7   Include key words in your text so that they can find you easily

Recruiters (head hunters, recruitment firms, and companies) use key words (in general, 3-5) to search for candidates.

The information appearing about you just has to have key words so that you can be found.

simple step by step method lets you discover them:

- Find 10-15 ads that correspond with the position that you are looking for;
- Go to "Wordle.com" which is a free website that you will find on the Internet;
- Go to the heading, "Create";
- Copy and paste each one of the ads that you have found, one at a time;
- You will then see a word cloud where the biggest words are the most frequent ones. You will then have the response to your question;
- Include these key words in your profile or your CV.

For example, for the position, "**Executive Secretary,**" here are 6 key words that are the most frequently used.

Table of the collection and analysis of ads/employment opportunities

Analysis of each ad	Words that appear most often					
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Ad 1	Directorate	Documents	Reception	Administration	Filing	Understanding
Ad 2	Imperative	Countable	Carry out	Reception	Invoices	Administration
Ad 3	Management	Commercial	Directorate	Invoicing	Contract	Company
Ad 4	Management	Assistant	Directorate	Organizing	Responsibility	Service
Ad 5	Management	Reception	Follow-up	Directorate	Help desk	Organization
Ad 6	Meetings	PowerPoint	Perfectly	Tasks	Directorate	Experience
Ad 7	Organization	Professional	Position	Assignments	Travel	Agendas
Ad 8	Insure	Research	Development	Documentation	Director	Technology
Ad 9	Profile	Administration	Mastery	Follow-up	Secretary	Insure
Ad 10	Versatile	Management	Position	Administration	Profile	Experience
All ads	Directorate	Management	Administration	Reception	Organization	Follow-up

Keywords found:

1. Directorate
2. Management
3. Administration
4. Reception
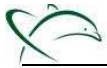5. Organization
6. Follow-up

The same exercise for the **Kitchen Chef** indicates:

Table of the collection and analysis of ads/employment opportunities

Analysis of each ad	Words that appear most often					
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Ad 1	Directorate	Documents	Reception	Administration	Filing	Understanding
Ad 2	Imperative	Countable	Carry out	Reception	Invoices	Administration
Ad 3	Management	Commercial	Directorate	Invoicing	Contract	Company
Ad 4	Management	Assistant	Directorate	Organizing	Responsibility	Service
Ad 5	Management	Reception	Follow-up	Directorate	Help desk	Organization
Ad 6	Meetings	PowerPoint	Perfectly	Tasks	Directorate	Experience
Ad 7	Organization	Professional	Position	Assignments	Travel	Agendas
Ad 8	Insure	Research	Development	Documentation	Director	Technology
Ad 9	Profile	Administration	Mastery	Follow-up	Secretary	Insure
Ad 10	Versatile	Management	Position	Administration	Profile	Experience
All ads	Directorate	Management	Administration	Reception	Organization	Follow-up

Keywords found:

1. Cuisine
2. Ensemble
3. Respect
4. Gastronomique
5. Alimentaire
6. Gestion

3.8 Always provide updated information

Update the information that you have posted. Do this when an important event takes place and systematically at the end of each month or every 2 months.

3.9 Pay very close attention to headings which count

3.9.1 Express your professional personality by using a catchy phrase

On some sites, you are asked to describe yourself in one sentence and to put it at the very beginning of your application file.

Be ready to invest time and to come back several times to this task to produce a provocative, expressive, and persuasive sentence.

Before uploading it, have at least 3 persons read it.

3.9.2 Carefully work on the heading: "Specializations/concentrations/key sills"

This is a heading that recruiters/head hunters will appreciate a lot. It allows them to proceed faster and avoid wasting precious time with candidates who don't have 2 or 3 key qualities that they are looking for.

Take your time and think about it before filling out this heading. Surf the net a lot, read what is required in the ads posted on job boards. Identify key words that are most frequently used and after 1-4 hours of searching and fine-tuning, you will finally be ready.

It is essential to integrate the key words that you want to use in your text into the text that you will enter under this heading.

3.9.3 Be especially careful with the writing of your summary

Make it the key point of your communication. This is your spearhead. It is generally the part of your profile which is most often read first and most consulted.

It comes before the sheet that has recommendations and references.

3.9.4   Manage your skills and your references

3.9.4.1.   Decide on an opportunity to fill out this heading.

Here are a few things that will help you make your decision.

- Disadvantages of this heading

  o Raises questions and suspicion of the recruiter
  o Unwanted information
  o People that the reader does not like
  o Lack of a clear relationship between the position and the references.
  o Use of string pulling for people (friends and family)
  o Removing the pleasure of the surprise of meeting

- Advantages of this heading

  o Contacts and rich and varied relationships
  o Social and professional spheres that are the easiest to access
  o Opinion which is immediately favorable
  o Transparency of the candidate
  o Use of references in the open positions

- If you use this heading:

  o Proceed carefully and ask the recruiter if these references are applicable.
  o Choose your references carefully.
  o Ask the persons cited first
  o Give them a typed list at the interview
  o Verify and update the addresses and phone numbers.

3.9.4.2.   Use your references appropriately

Use your references as **support** for your strategy and not to open doors. Multiply the types of references and don't limit them to your previous managers. Don't forget to ask the persons that you want to use as a reference in order to have the **permission** to cite them.

First, cite the references that are the most favorable with **their phone number.**

Specify their:

- Gender, first and last name;
- Roles/responsibilities;
- Titles/distinctions
- Email address or phone number

Some employers have a very strict rule about references. They want to:

- Verify the authenticity of candidates;
- Find out eventually about the information that the candidate may have forgotten (intentionally or unintentionally) to communicate to them.
- Confirm the adequacy of the skills/values/potential of the with the responsibilities that they want to give to them.

Some candidates feel that it is unnecessary and intrusive.

If you are one of these types:

- Don't fill out this heading;
- Or do it very carefully.

In order to obtain these references or the permission of the persons cited, you have the choice between phone and written request.

3.9.4.3. Choose the right format for your recommendations

Here are two examples of letters/emails for requesting references.

To obtain the recommendation of a referee, here are some tips that are most frequently used.

Send a letter/email or call your contact and ask him or her directly if he or she could kindly write a letter of recommendation. Tell him or her about the objective that you are pursuing.

This document generally recalls the tasks/assignments (7-15) that you have undertaken and makes them describe you in 3-7 sentences.
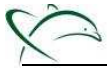
It is often the case that the person that you approach could be embarrassed essentially for two reasons. Your request:

- puts him or her into a tricky situation. In this case, don't insist. Tell him or her that you understand. Tell him or her that you understand. Thank him or her;
- embarrasses him or her, because he or she has difficulty writing or does not know what to say. Offer to very spontaneously write a draft of the document and give it to him or her.

3.9.5 Be wary of the "salary" heading

The vast majority of sites that ask you to post your CV (and to a lesser degree, those that ask you to post your profile) ask you to give salary expectations (in the past, present, and/or future, as well as benefits.

- Disadvantages of this heading
  - o Major and many

- Advantages of this heading

  - o Cannot be measured for the recruiter; disastrous for you

- If you use this heading

  - o You make a huge mistake.

3.9.6 Market yourself with the "Additional information"

The art consists in being perceived as "unique" or "different" rather than "atypical" or "abnormal."

This is a difficult and risky exercise.

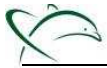Get help from 2-3 people that know you well and who are good communicators.

3.9.7 Mention the key sites where they can find you

Limit the sites that you cite to three or five maximum, in which they can find you.

3.9.8 Weight the pro's and con's of including your photo

Here are the advantages, disadvantages, and recommendations which will help you resolve your dilemma of including or not including your photo:

- Disadvantages of this heading

  o Shiny glasses which hide your face
  o Bad impression
  o Perception of the candidate as a product.
  o Immediate prejudice (in general, negative) from the recruiter.
  o Chance of losing the photo, which leaves an empty column
  o Takes out the pleasure of a surprise at the meeting

- Advantages of this heading
  o Identify differences between candidates
  o Information that corresponds to the ideal profile
  o Trust-building for the recruiter who will have visualized the candidate before the interview.
  o More pleasure in meeting.
  o Response to the requirement expressed in the employment opportunity ad.

- If you use this heading

  o Choose the best place on your sheet to attach the your photo (which is generally on the top right if your contact information is on the top left.)
  o Only include your face in the picture
  o Choose black and white over a bad color
  o Prepare for the interview with an appearance similar to your photo
  o Use a good quality photo

3.10 Support whatever you want to put in your portfolio

3.10.1 Understand the usefulness of the portfolio for the employers

Managers constantly look for resources and methods to make the best hiring, promotion, and evaluation decisions. For that, they constantly look for information which is:

- More true;
- More reliable ;
- More accurate ;
- More relevant ;
- Faster ;
- More informative ;
- …/…

One of the responses to this preoccupation is the use of tangible proof. This approach is generally called: "The portfolio approach."

To create a Portfolio application file, you have to imagine that your interviewer does not hear you and only uses on sense: sight.

3.10.2 Prefer tasks to means and results to tasks

There are three types of fields described by proofs:

- **means ;**
- **tasks ;**
- **results.**

In this chapter for Visibility and under the title, "Persuade by talking about yourself spontaneously," you will find a wide range of advice that will allow you to easily highlight your past achievements.

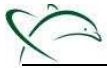#### 3.10.3 Specify the context in which you have obtained these results

To avoid unfairly associating your name with the action, specify that you achieved it:

- **Alone;**
- **With a team**

When you use proof in a portfolio approach, it is important to specify who initiated the case/method/action that you are putting forward.

Is it :

- **You?**
- **The team to which you belong** or that you directed?
- **The organization** that you worked for at that time?

3.10.4 Move forward very carefully by respecting confidentiality of information

The information that you use can be confidential or can be released. Three cases are possible. The information:

- **Was published and can be released without restrictions;**
- **Is sensitive and must be authorized in order to be released**
- **Is confidential. It should not be shared.**

If the information contained in your proof is confidential, rest assured that releasing it will not be a problem.

When in doubt:

- Verify if the information is published in a brochure or in a document released by the organization for the public
- Or that you are authorized to release it to third parties.

In either case, specify it for your interviewer at the interview.

If either of these approaches is unsuccessful you have a choice between:

- Abstaining from all release of information.
- Not mentioning this information as such in a raw form but convert them

    o In index: *"from 127 million to 149 million"* becomes *" from index 100 to 117"*
    o or in rank: *"127 tons"* becomes the *2nd rank on the market* "

3.10.5 Choose the most powerful and persuasive files

There are countless documents/proofs/and usable media
And here are a few:

- School and university transcripts
- Membership cards
- Work certificates
- Curves/Graphs
- Leaflets and Brochures
- Diplomas/Certificates
- Letters
- Models
- Medals, Prizes, Cups, Trophies
- Permits
- Photos
- Plans or maps Test Results
- Tables
- .../...

3.10.6 Sort the different (good) activities

The fields in which the proofs can be collected with some caution, so as to avoid looking into marginal activities.

- Family Activities
- Associations
- Volunteering
- Clubs / Associations
- Teaching/Instruction
- On-the-job training
- Foreign languages
- Leisures/Hobbies/Special Hobbies
- Small jobs
- Trips abroad
- Seminars/Classes/Training
- Military service
- Internship in a company

Explain in detail some experiences by attaching the files in a portfolio (studies, reports, references…)

3.10.7 Help the reader by giving him or her links

On many sites, you can post the links on which the reader can click to be redirected to one or several documents that you have chosen which support and/or show your mastery in a skill in a very convincing way.

Your document will offer the reader "level 1" of information that you have to communicate and it can simply go down to level 2 if the subject interests him or her.

4.   EVALUATE YOUR CV OR YOUR PROFILE BEFORE PUTTING IT ON THE INTERNET

Before posting your document on a job site or on a social network, make sure to look it over and evaluate it.
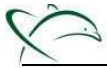
There are two methods to do this. In one method, you can do it alone. In the second method, you need to have one or two people. These methods are not mutually exclusive. On the contrary, we think that they are complementary.

4.1   Use a highlighter

- **Write down on a piece of paper the target (job) that you are looking for by specifying:**
  o A role/title/activity (in a generic way)
  o A sector/field/industry (in a very specific way)

Your sector must be very narrow. It should not have more than 5 to 15 companies in the sector in the geographic area where you want to work.

Do not begin the exercise above if the first condition is not met.

- **Highlight relevant information.**

   Highlight (with a highlighter) all information in your CV which corresponds with the target.

   - **Make necessary adjustments**
   Develop, in particular, the relevant information that you have highlighted and reduce the importance given to other information.

   Don't delete phases from your career (avoid bluffing and/or cheating).

4.2   Carry out a flash evaluation

- **Ask two people to help you to form a trio**

   Invite 2 people looking for work and 2 good friends not looking for work to participate in the evaluation of your document.
   If you are 3 people in search of work, this exercise will take between 30 and 50 minutes.
   If you are the only one looking for work and the two others have a job, this will only take 20-30 minutes.

- **Invite these two people to look over your CV and look over theirs.**

   o **Step 1: Your CV.**

      First, two people should look over your CV (without discussing it with each other) and fill out a flash evaluation form (one form per person) Make sure that they don't discuss it with each other. A copy of this evaluation form is presented here below. This step takes between 5 and 10 minutes.

      Next, your two partners should discuss it with each other. Make sure that you don't enter into the discussion and stay silent. To be sure, turn your back at a 180 degree angle. This step takes between 5 and 10 minutes.

      When they have stopped talking, you can participate in the discussion and give your point of view. This step takes between 5 and 10 minutes.
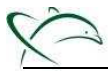
      Take two evaluation forms and implement the suggested changes in your CV.

   o **Step 2: The CV of one of the two people**

      Do the same exercise as described above for this person.

   o **Step 3: The CV of the other person.**

      Do the same for the third member of the trio.

Flash form: 10 key points for a CV or profile

☑ *Check "Change" (give the suggestions for improvement")or "Good"*	Change	Suggestions for improvement	Good
1 The document is tailored to the position desired and contains relevant information.	❑ →		❑
2 Each point is concise (no fluff or useless information)	❑ →		❑
3 Strengths and major achievements are emphasized.	❑ →		❑
4 Spelling and grammar are correct.	❑ →		❑
5 The heading, "professional experience" includes achievements, cites concrete facts which correspond to the needs of the company, sector, or position sought.	❑ →		❑
6 If a professional objective is mentioned, it is specific and concrete. It does not push at open doors.	❑ →		❑
7 The document is logical and well structured (dates, durations, general organization, logic of the headings).	❑ →		❑
8 Special hobbies and interests are specific and personalized	❑ →		❑
9 The general presentation of the document is good and readable (font and style of characters, line spacing, margins, and spacing of the text and headings.)	❑ →		❑
10 The headings are well-developed and have balanced lengths.	❑ →		❑

5. THINK TWICE BEFORE FILLING OUT A STANDARD QUESTIONNAIRE ON A JOB SITE OR SOCIAL NETWORK

Everyone is looking for easy, simple, and fast solutions and deals. In particular, it means resolving an annoying problem!

The online CV and the job hunt are perfect examples.
Between solving the job search problem (which takes several long months) and adopting a proposal that gives you the solution in less than 60 minutes, there are many people who don't hesitate.

Unfortunately, there are not any miracles in this field…

Nevertheless don't completely rule out this approach, but:

- understand clearly the limits and risks;
- don't invest all your efforts and hopes in it

You can put your information online using a series of questions that guide you or pop up windows which give you all sorts of advice.

Furthermore, the update only takes a few clicks.

Some of these sites are completely free.
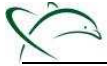
Others are paid and let you:

- Duplicate your CV and post it on other sites;
- Put it at the top of the list of a series of CVs for when a recruiter does a search;
- Spontaneously provide future readers, who will find your CV, different files and documents about you and enrich your profile;
- Measure the traffic that your CV has generated (the number of visitors and average time spent looking at your document);
- See your digital reputation
- …/…

5.1 Identify the type of site on which you will do it

Before deciding to take the leap, identify the site on which you want to upload your CV or our profile.

As a general rule, professional social networks talk about the profile rather than the CV. The risk of being perceived as a job seeker is very weak.

However, job boards or CV sites like, for example, http://cvmkr.com/. In this case, without a doubt, you are looking for a job and you might be treated like a job seeker among many others.

5.2 Move forward carefully.

Fill out the headings in a positive way by essentially putting forward the results of assignments/projects/tasks which have been given to you that you have done well.

Highlight your best skills and talents that are most in line with the objective that you are pursuing.

If some questions are embarrassing, intrusive, or indiscrete, like "what is your current or last salary?" or "what are your salary expectations?" simply tell them "To be negotiated" or "To be discussed later."

On some websites, non-responses to this type of question can lead to the elimination of your application.

This is a dilemma that you alone can decide.