



The Simply Irresistible Resume Introduction **(www.stuckinarut.com)**

The Simply Irresistible Resume is a proprietary resume system. The system was created by Stuck in a Rut LLC (www.stuckinarut.com) which is based in Lake Oswego, Oregon. It's a resume specifically designed to stand out from the crowd and get results using proven copywriting and direct marketing techniques.

There is one and only one reason why a resume results in an interview... because the reader gets drawn into the words and can't resist finding out more. It's much more than just how the resume is formatted. It's how the sequencing and logic of words within the resume draws the reader in.

Here is a brief example of one of the many techniques used within The Simply Irresistible Resume. You probably know the purpose of a resume is to get an interview, right? But do you know the purpose of the first sentence of a resume? No, it's not to tell them your name. No it's not to state your objective. The purpose of the first sentence is to get the reader to read the second sentence of the resume. And the purpose of the second sentence is to get the reader to read the third sentence. A great resume leads the reader exactly where you want them to go, and that's why it works.

Look at the attached sample of a Simply Irresistible Resume. Notice how it draws you along from one sentence to the next. Can you see how it's complete in itself even without a cover letter? Notice the clean look and how it seems to direct your eyes exactly where you want the reader to go.

Again, it's not the format of the resume that's important. As the late Paul Harvey would have said, "It's the RRRRRest of the Story" that's the most important. That's what gets your resume noticed. And don't you deserve to be noticed?

If you'd like to learn exactly how to produce the Simply Irresistible Resume, visit us at www.stuckinarut.com.

Have some fun with just being YOU!!!

A handwritten signature in black ink that reads 'Dave'.

Dave Dutton
CEO / Stuck in a Rut LLC
(503)699-6640

p.s. The Simply Irresistible Resume Package shows you exactly how to produce this proven resume, all for less than a month of lattes. For \$89, you'll get a step-by-step online course on how to produce your own Simply Irresistible Resume. You'll also get a free half hour consultation where super-qualified Stuck in a Rut staff will pose as your prospective employer with your resume in front of them. This means you'll finally receive comments you'd wish your prospective employer would give you during the interview. As a bonus, it also includes a sneak preview into the The Clarifier®, our cornerstone product guaranteed to uncover your Given Talent.

THE SIMPLY IRRESISTIBLE RESUME
By Stuck in a Rut LLC / www.stuckinarut.com
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I am someone who turns complexity into simplicity. I intuitively see through all the complexity and find the core essence of whatever it is I'm looking at. I love finding simple answers to complex issues, which means I thrive at solving really tough problems that tend to overwhelm others.

HERE ARE EXAMPLES OF WHAT I'VE DONE FOR OTHERS...

- **Built an innovative company** around a method I developed to drill down into the core of an individual and uncover their Given Talent™. Built entire company around this concept, which includes the development of a unique animated and thought provoking self assessment.
- **Developed first strategic plan** for a family owned company of eighty years, resulting in a clearer identity of the company and the family.
- **Developed effective computer and people systems that helped turn a \$4,000,000 company into a \$17,000,000 company** with a 35% profit margin (and we did that with only thirty employees).
- **Learned Les Schwab customer service model from Les Schwab himself.** Have since adapted a variation of that model to three different companies, totally transforming them.

HERE'S WHAT I CAN DO FOR YOUR COMPANY ...

- **Your industry has been plagued with declining margins for years.** There are underlying causes to this. I'll diagnose the root cause and set up systems that will address that cause and create higher margins
- **Hiring good people is more difficult than ever, especially in industries selling non-glamorous products.** I know exactly how to find the best people and establish a work place that will attract top dollar candidates without breaking the bank.
- **Planning for the long term in this environment of never ending changes can be challenging.** I thrive on the challenge of finding underlying trends that make long term planning a piece of cake regardless of the current situation.

MY CAREER HISTORY

- CEO of Stuck in a Rut LLC - February 2003 to Present
- Executive Vice President of Walkabout, Inc. – May 2000 to February 2003
- Chief Operating Officer of Didgeridoo, Inc. – June 1995 to April 2000
- Chief Financial Officer of XYZ – June 1996 to April 2000

This resume is prepared using techniques taught by Stuck in a Rut www.stuckinarut.com).