

## Building a compelling [iVideoResumePro](#)

The message your [iVideoResumePro](#) needs to deliver is the same message that your resume needs to deliver. The employer must get answers to: what results will you produce for me and what transformation to my company, department or customers (internal and external) can I expect and why are you qualified to deliver these transformations and results?

### Besides ranking why develop an [iVideoResumePro](#)?

Why use an online Video Resume? The [iVideoResumePro](#), internet video resume for professionals or online video resume is as close to a representation of ‘you’ as you can get without actually being physically present. The employer gets a good sense of your presentation skills; your communication ability, your personality and a general gut feeling about you. The hiring process is about chemistry, and hiring managers want to hire somebody they feel comfortable with and they like. By selling the employer on you with a video before they actually meet you, the employer feels much more comfortable, and that goes a long way to getting you the job.

### Why do you need an [iVideoResumePro](#) in addition or in combination with your [iResumePro](#)?

The bottom line is your video resume delivers an even more engaging and powerful message than just reading your text resume alone on-line or off-line... leading to more interest and ultimately more job offers. It gives you the ability to bring your resume to life and an employer can see who you are and not just what you do.

Video resumes although not as popular as the standard written resume are gaining momentum and will continue to gain momentum. The reason one develops an [iVideoResumePro](#) is to attract employers and recruiters and entice them to find out more about you. The biggest bonus of the [iVideoResumePro](#)

when it is tagged properly with your keywords, is the fact that video presents you with the opportunity to leap frog your competition in Google search rankings.

## Creating Your Video Resume

A video resume works best as an attraction tool rather than a push tool today although I see this changing in the coming years. It is easier to attract an employer or recruiter to your video by using the video's inherent high search ranking properties (Google owns YouTube and videos rank high in Google searches). It is harder to push a video on an employer because the delivery mechanism either has to be through a DVD, an attachment in an email or a link that redirects them to a site hosting the video. Some employers may be reluctant to watch a video because it takes more time to review than a standard resume, however many are coming around to using video in recruiting since it saves time and money.

A video resume pushed onto an employer works best in combination with a strategic marketing approach either with a marketing letter or delivered as a button or link in an email or with a standard resume and an enclosed link or as a link on your [BusinessCardResume](#). The video resume when pushed onto an employer acts as icing on the cake, the letter, email, or on line profile gets the interest and the video closes the deal.

Adding the right keywords to the title of the video and the right tags goes a long way in making sure you show up in searches and rank high in search results. By giving your video the right keyword title and tagging it appropriately you are giving your ProfessionalBrand a great boost since now employers have a better opportunity to find you and like you.

The most important feature of the Video Resume is the ‘call to action’. Invite the viewer to review your online resume as well as contact you - provide times when you are available to receive calls. Provide plenty of time for the viewer to note your contact information!

## What message should your [iVideoResumePro](#) deliver?

The message your video resume needs to deliver is the same message that your resume needs to deliver. The employer must get answers to: what results will you produce for me and what transformation to my company, department or customers (internal and external) can I expect and why are you qualified to deliver these transformations and results? Most professionals focus on the features they have to offer, how great they are and their past duties but an employer is not interested in your features rather they want the answers to P-A-R, Problems-Actions-Results... What problems are you going to solve for me? How are you going to do it? What results can I expect from you? Or point them to your online resume where you can answer these questions for the viewer.

Regardless of the type of video resume you chose to make - a personal delivery where you stand in front of the camera and deliver the message as the star of the video or a slide based video with pictures presented in sync with your audio narration, these are the steps and what your [iVideoResumePro](#) needs to contain.

- Start by asking an engaging question that is job function competency based and you know will engender a “Yes” answer in the viewer. For example: Would knowing what your competitors are doing now to drive you out of business and then taking that knowledge to beat them at their own game be important to the growth and continued viability of your business?
- Identify yourself, by name and what you specialize in and the type of position or job title, industry, cause or segment of the economy you want to work in.
- Tell the viewer what you can do for them - and why?