

CONSULTING TIP OF THE MONTH

CONSULTANT RÉSUMÉS ARE DIFFERENT

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A good résumé is probably the most important literature a consultant has to sell his or her services. In [last month's article](#) on marketing your services, I pointed out that many prospective clients would not even talk to a consultant without first seeing their résumé or another document based on it. Not only will your résumé be sent to clients, it will probably be posted on your web site, and other consultant websites, such as [CCN](#), [The CECON Group](#), and other places. So in addition to making a good impression on clients, it should be search engine friendly.

Before preparing your résumé, think about what you are good at, and why someone would want to hire you. Then emphasize your areas of expertise up front. Contrary to what you may have been taught in a seminar on the subject, this comes first, and don't hesitate to use the jargon and acronyms that are common in your field. After all, isn't that what a client is likely to type in a search engine when looking for someone like you? Everything that follows should help validate your claims. Also, as mentioned above, think about search strings that are likely to be used. For example, would a prospect be likely to type "medicinal chemistry consultant", "medicinal chemist", or both?

To validate your expertise, include examples of successful consulting gigs (if possible), employment positions and accomplishments, academic credentials, and perhaps a couple of publications. However the document should be fairly short. Two or three pages are fine; 20 or 30 pages are not. If you have a CV with many publications, patents, etc., you can mention it at the end as "available on request".

Last but not least, impressions and perceptions are important. Keep your résumé up-to-date with respect to contact information and recent accomplishments. And of course, use good English! Check and re-check for unclear or incomplete sentences, spelling mistakes, etc. MS Word's spelling and grammar check may be helpful in this regard.

Several good articles and templates may be found within [this list of references](#), especially the books at the end. There is also a good article on the same site about [creating a web page](#) that is relevant to résumé writing. Some good examples of résumés (and some not so good) can be found on the websites of CCN and The CECON Group, links above.

Look for next month's article on ownership of intellectual property created by consultants.