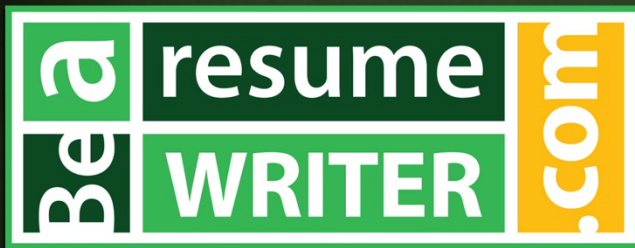


PROFILE OF PROFESSIONAL RÉSUMÉ WRITERS



WHO WE ARE, WHAT WE CHARGE,
HOW WE WORK

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Profile of Professional Résumé Writers

(2023) Kristin S. Johnson & Ruthanne Fiore

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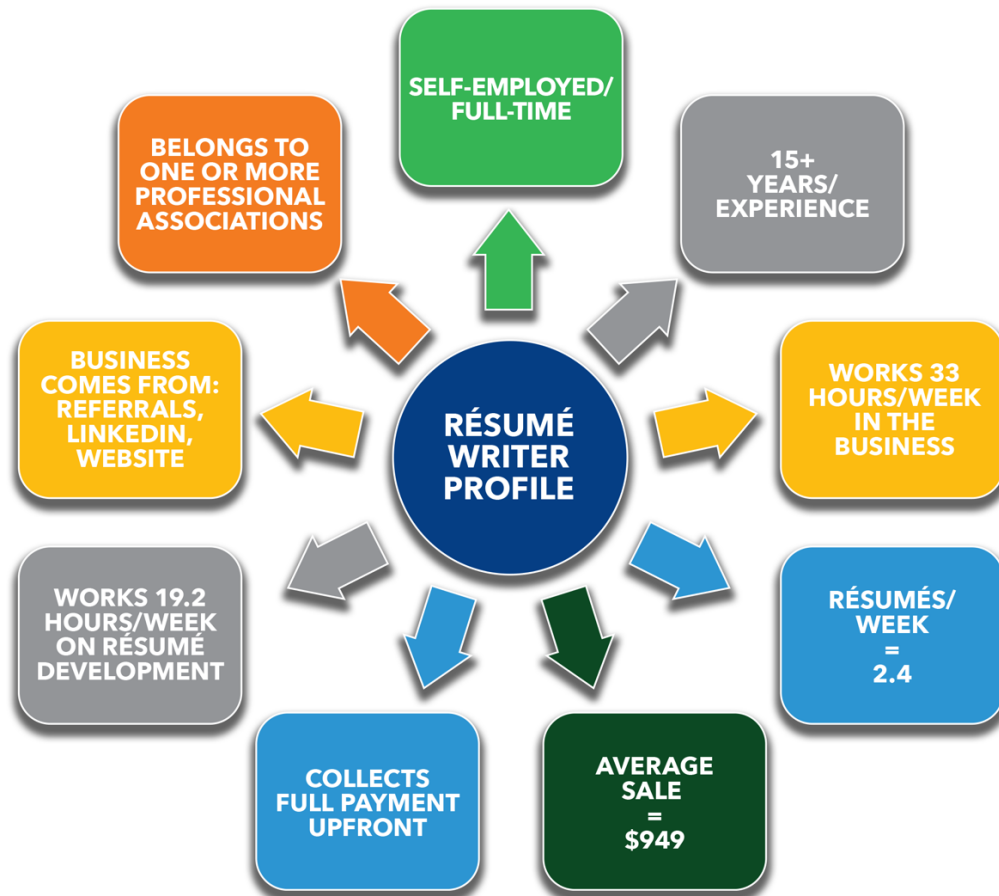
Profile of Professional Résumé Writers (2023)

The *Résumé Writers' Digest Industry Survey* is an opportunity for résumé writers to benchmark their progress compared to their peers. The survey was first conducted in 2001, and because it hasn't been faithfully conducted each year, the word "annual" has been removed from the name of the survey. Also, due to the small sample size and voluntary participation, this is not a scientific survey. However, the results can be informative, giving you a peek into how other résumé writers work and offering ideas for increasing your income.

The 2023 *Résumé Writers' Digest Industry Survey* was conducted in March 2023, asking respondents to look back at 2022. The results were compiled in October 2023. Eighty-one résumé writers contributed to the survey data, taking an average of 15 minutes to answer 28 survey questions.

Profile of the "Average" Résumé Writer

Before we dig into specifics, let's look at a profile snapshot of the "average" résumé writer, based on the results of the 2023 survey.



She (the majority of résumé writers identify as female) has been writing résumés for more than 15 years as a self-employed, full-time résumé writer. She holds one or more résumé writing and/or career coaching certifications and is a member of one or more professional associations: Career Thought Leaders (CTL), The National Résumé Writer’s Association (NRWA), Career Directors International (CDI), and/or the Professional Association of Résumé Writers and Career Coaches (PARWCC).

Her primary source for business is through referrals from past clients, LinkedIn, and her website. This is reflective of her years in business and can be a challenge for résumé writers who are just starting out. However, organic searches (not paid advertising), networking, and social media are also successful means writers utilize to promote themselves, which may be reassuring to new writers who do not yet have a client base from which to garner business.

On average, she spends 19.2 hours a week in résumé development (including client consultation, research, and writing), completing 2.4 résumés per week. Each résumé package takes 8 hours on average for her to complete. In total, she works an average of 33 hours per week in the business, including writing for clients, administration, marketing, customer service, and networking.

Her standard packages include a résumé and cover letter (at an average price of \$949), but she often bundles LinkedIn profile development into her service package. She speaks to prospects before they purchase and collects 100 percent payment upfront. She uses a combination of a questionnaire and phone or video interview to gather information from the client.

Her biggest frustrations continue to revolve around money management/inconsistent revenue, administrative/non-writing tasks, managing client expectations, and performing the writing itself. Educating the public about the value of what she provides — coupled with an increase in the number of difficult clients — contributes to the challenges in managing time and client relations. Other challenges include finding the best way to market her services (including social media) and finding qualified subcontractors.

Mentally, she struggles with negative feelings about her work, such as pressure, boredom, and isolation. She wonders if she has the stamina to perform all the duties of her business in addition to writing. She is looking for administrative and writing support so that she doesn’t burn out. Working alone sometimes brings a sense of “imposter syndrome” for her and she thinks having stronger relationships with other writers may help with this.

Organizing each response with similar terms this way helps answer a question we all have about what happened in our businesses last year: *“How many people feel like I do?”*

Hopefully, you’re in the cohort of colleagues, 28.5 percent, who indicated the pace of their business was improving, using words like “busy,” “steady,” “good,” and “growth.”

On the other hand, 14.3 percent showed the opposite, with respondents stating “slow,” “quiet,” “disappointing,” even “nose-dive,” and “costly.”

A small group, 6.4 percent, used middle-of-the-road terms like “typical,” “adequate,” and “same.”

Of the résumé writers who described 2022 in terms of their perspective toward their work, 16.9 percent fit into the “bounce back” subcategory, using terms like “resurgence,” “stabilizing,” and “breaking out.”

Thirteen percent fit into the “change” subcategory, saying “transition,” “uncertain,” and “chaotic.”

Another 13 percent fall into the “challenging” subcategory with words such as “struggle,” “obstacles,” and “exhausting.”

In a few comments, writers mentioned focusing on professional development or taking a planning year. Some accomplished record-breaking income, as exemplified by this comment: “Best revenue year in my 35+ year history in business!”

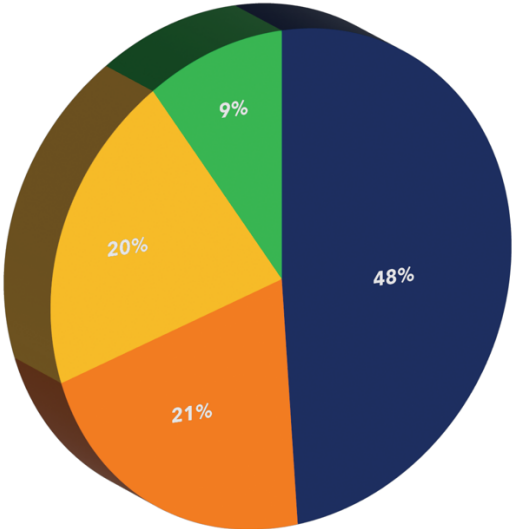
Theme	Words Used	Percentage of Respondents
Busy	Busy Fast Steady A blur Positive Good Productive Fantastic Interesting Growth and Confidence Growth Profitable Best Amazing Record-Breaking Success	28.5%

Theme	Words Used	Percentage of Respondents
Slow	Slow Slower Quiet Nose-dive Disappointing Costly Not great	14.3%
Typical	Typical Same Adequate Unremarkable	6.4%
Bounce back	Bounce back Re-activate Resurgence Breaking out Recovery Normalizing Revamping Renewal We're back! Stabilizing Balanced	16.9%
Change	Change Turbulent Chaotic Uncertain Uncertainties Tumultuous Transition(s)	13%
Challenging	Challenging Exhausting Overwhelm Unsettling Struggle Over it Obstacles	13%

Similar to the previous question, positive words predominated when it came to answering the question, “Compared to 2021, in 2022 my business was...” Forty-eight percent of writers reported that their business was increasing: “up,” “better,” even “On fire!”

A downturn was recognized by 20 percent and about 21 percent found their business to be the same as in the past. Nine percent stated business was undergoing a change, without stating whether that change increased or decreased business, using phrases like “more manageable,” “transforming,” and “Decided to work on myself more.”

COMPARED TO 2021, IN 2022 MY BUSINESS WAS...

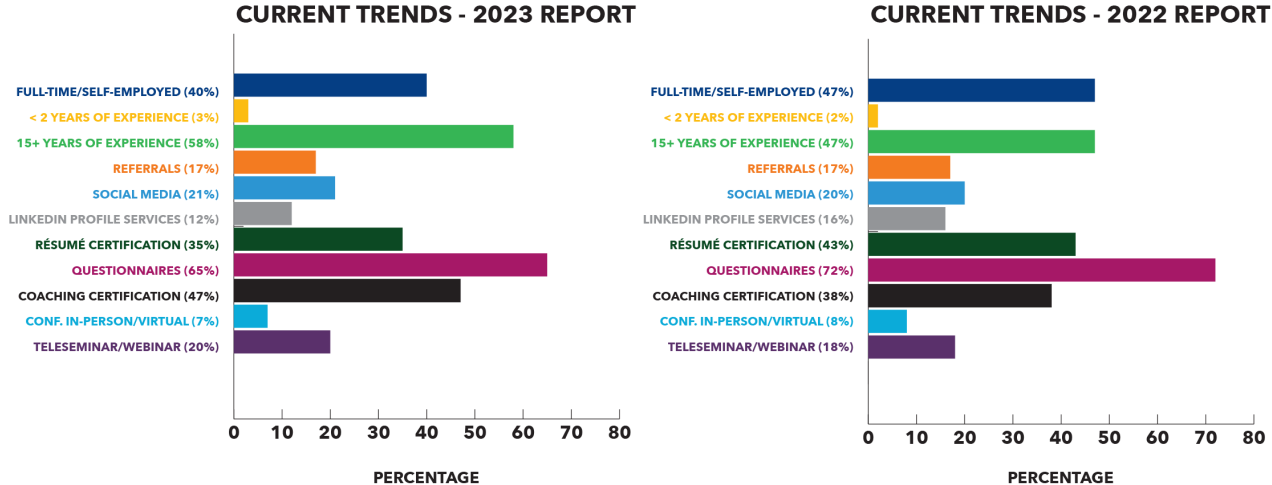


Compared to 2021, in 2022, my business was:

Up, better, growth, good	48%
The same, typical	21%
Slow, down, worse	20%
Changing, transforming	9%

An interesting theme appeared for this question, describing 2022 as a year of change for many writers — almost nine percent. Several indicated that they were changing the services they offered to focus more on executive or career coaching. Some stated they were now serving a different population than their previous client base. Others specified retirement, health issues, working on themselves, or an intentional slowing down of their business. Respondents also stated “revamped,” “transforming,” and “more manageable.”

Let’s explore how other aspects of the résumé writing business have changed.



The trend of “newbies” (in business for two years or less) remaining low continued in 2022. Only three percent of résumé writers are in this category, contrasted with 58 percent having been in business for 15 years or more. This poses an issue for the industry, as more writers will be retiring than are starting in the business.

Another small percentage of writers — only two percent — are newer writers who have been in business between three and five years. More than 92 percent of those responding have been writing résumés for more than six years.

The percentage of respondents who have been in business between 11 and 15 years has decreased to 15 percent when compared to 2022, which was 28 percent. Overall, this year’s survey numbers indicate that the experienced professionals in our industry are shifting to an older demographic who are not being replaced with newer writers.

	2023	2022
Full-time/Self-employed	40	47
< 2 years of experience	3	2
15+ years of experience	58	47
Résumé certification	35	43

Where — and How — We Work

The job of a résumé writer can take different forms. The majority are self-employed, some are employed by a company or government agency, and a few are volunteer workers. The following is a breakdown of how employment situations were characterized.

The number of survey respondents reporting they are full-time, self-employed résumé writers (including subcontract work) showed a decrease to 55 percent this year, down from 61 percent in 2021. The number of self-employed, part-time writers was down slightly from 23 percent in 2021 to 21 percent in 2022. About 2.5 percent do subcontract work only, without any personal clients; up from one percent in the last survey.

Of those not self-employed, five percent of writers work in government or for a college/university, almost two percent are employed by a résumé-writing company, and four percent are volunteers.

A small number of survey respondents — three percent — indicated that their primary employment is not as a writer, but instead as a career coach or a recruiter, or employment at a college/workforce development career services office.

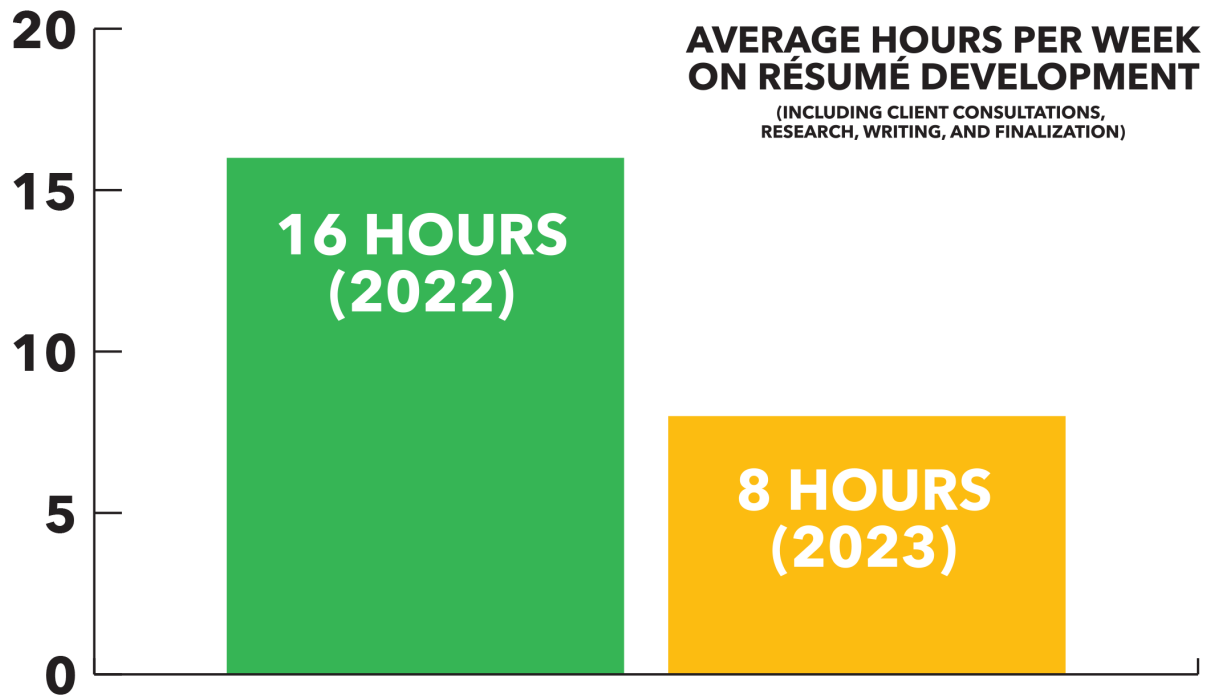
Most writers — 58 percent — use a combination of a questionnaire and either phone/virtual or in-person interview. This is a decline from the 70 percent who reported using a questionnaire in some way in 2021. Twenty-eight percent use an interview-only approach, either phone/virtual, or in-person, without any questionnaire. Few writers use a questionnaire only — eight percent in 2022, up from only two percent in 2021.

Writers offering LinkedIn profiles report delivering the content to their client either in a Microsoft Word document, BeAResumeWriter.com's LinkedIn Profile Delivery document, or Google Docs. Several writers stated they do live coaching or use Zoom or other screen-sharing software to guide their clients through updating their profiles. Some even provide custom video content to their clients to help them navigate LinkedIn.

Twenty-five percent will log into their client's profile to make changes directly, although some expressed reluctance to do so, mentioning concerns that doing so will violate LinkedIn's terms of service agreement. The majority — 65 percent — state that they do not log in for their client.

Services

Before providing any services, most résumé writers usually talk with their prospective clients first. Fifty-five percent of résumé writers always (100 percent of the time) talked with the prospect prior to a sale. Eleven percent of respondents talked by phone before services were purchased between 51 and 75 percent of the time, down from 20 percent in 2021. A significant percentage of writers, 24 percent, made their sales without talking to clients first, speaking with them less than 25 percent of the time.



This year’s survey revealed that participants wrote an average of 2.4 résumés per week in 2022, down slightly from 2.5 résumés per week in 2021. Of the respondents who write LinkedIn profiles, they complete an average of 1.3 profiles per week, down from 1.5 in the last survey.

Writers reported spending an average of 8 hours per week on résumé development (including client consultations, research, writing, and finalization), about half the amount of time writers reported taking in 2021, which was 16.3 hours per week. (Are more résumé writers using the tips from “Write Great Resumes Faster”? Maybe!)

Let's Talk Pricing

In response to the question “*What do you charge per hour for your résumé services?*” answers ranged from no charge to \$250, resulting in a mean average of \$122/hour. Fifty-five percent of writers reported their rates being between \$100 and \$250/hour.

The hourly rates do not appear to coincide with the reported number of résumés written each week and the amount charged per résumé, suggesting that self-employed résumé writers may not actually set their prices around an hourly rate — or, if they are, they are not accurately pricing their services. (Some résumé writers only “charge” for the time actively spent writing résumés, not on the total project time.)

Many writers stated that they do not track their hourly rate, working only on a per-project basis. However, keeping track of hours can help writers know when they may need to adjust rates charged to the customer.

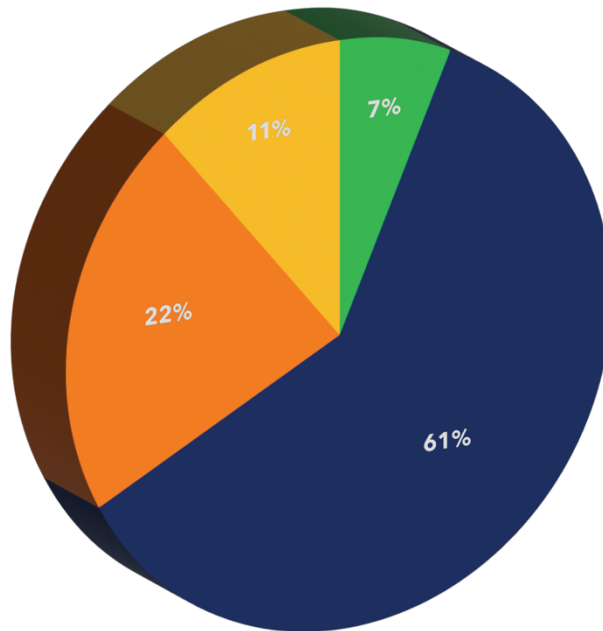
When writers sell their résumé services in a package, respondents indicated that they include a cover letter (14 percent) and LinkedIn profile development (12 percent) with their average sale. Sixteen percent of writers included a PDF version of the résumé and six percent included additional résumé formats, such as ASCII and ATS compatible.

Other services bundled in a résumé package to entice customers to buy include: a thank-you letter (two percent), references document (four percent), career assessments (two percent), brand development (two percent), and coaching — job search, interview, or career (13 percent).

When asked, “*What is the amount of your average sale?*” prices ranged widely from \$0 to \$3,497. The mean average was \$949 for writers’ standard packages.

Sixty-one percent of writers charge between \$300 and \$999. Only seven percent charge less than \$300; 22 percent charge between \$1000 and \$1999, and 11 percent charge more than \$2000.

WHAT IS THE AMOUNT OF YOUR AVERAGE SALE?



When it comes to LinkedIn services, the majority of résumé writers — 55 percent (up from 51 percent in last year’s survey) — will write a LinkedIn profile only, without an existing résumé. Thirty-one percent, down from 40 percent in 2021, require the purchase of a résumé in order to write a LinkedIn profile.

In terms of how a profile is sold, 35 percent of writers bundle the price into a résumé package as an incentive to buy, down from 34 percent who sold LinkedIn profiles alongside a résumé purchase in 2022’s survey. Twenty-two percent report charging separately (a la carte), according to this year’s survey, down from 31 percent in 2021. A significant portion of respondents, 27 percent, stated that “it depends on the client.” This is down slightly from 28 percent in the last survey.

The average cost of a LinkedIn profile was \$469 in 2022, up from \$428 last year. Several comments indicated charging an hourly rate for LinkedIn profile development — anywhere between \$60 an hour to \$200 per hour.

The trend toward collecting full payment upfront for career services increased somewhat to 75 percent (from 74 percent in last year’s survey). Six percent of writers collect a deposit up front, with the balance due when the draft is delivered or upon finalization. This year, the number of writers who do not collect any payment until after they deliver the draft of the finalized project has decreased to zero percent. This correlates with a decrease in the number of new résumé writers, who can be reluctant to collect payment before project work starts.

Other avenues of income for résumé writers largely included the many forms of coaching that aid clients in using their new résumé to land a new job. Twenty-four percent of writers offer career, job search, interview, and salary negotiation coaching with their writing services. Eight percent perform assessments for their clients and three percent offer brand development.

Fees paid by colleagues for referring clients are down from 17 percent in 2021 to only 8 percent in 2022. Ten percent of writers subcontracted for an additional revenue stream. Writers also partner with companies to bring in extra income, with three percent providing corporate outplacement services and seven percent giving onsite presentations or workshops.

Content creation boosted income for five percent of respondents through sales of ebooks, guides, and other materials created from Pass-Along Materials. Book sales also gave five percent of writers additional funds. Fourteen percent of our colleagues are developing or taking part in webinars, teleseminars, and courses to add to their revenue. Only one percent of résumé writers have a membership site.

Affiliate income — either Amazon commissions, ClickBank income, and/or individual affiliate program payments — is on the decline, with less than one percent of respondents listing this as a source of passive income, versus three percent in 2021. Zero percent of writers reported using AdSense (ads on their blog or website) to add to their income.

Where — and How — We Get Clients

Getting clients — especially those who recognize the value of our services — is often listed as one of the top challenges for résumé writers, so it can be useful to learn how other résumé writers secure their clients.

Just as with the 2022 survey results, more than 17 percent of survey respondents indicated referrals from previous clients and third parties as a source for getting new clients. For writers who are just starting out, this can be a somewhat frustrating reality until they are able to build a client base and increase their networking contacts and visibility.

The next most effective means of getting leads was LinkedIn — with 15 percent of respondents gaining business from the site, up from 14 percent in the last survey. Other factors stayed the same this year, with 12 percent of writers getting clients via their website, organic searches providing six percent of writers with clients, social media staying at six percent, and three percent of respondents paying for LinkedIn’s ProFinder or other third-party referral service.

These numbers are a good reminder for résumé writers to keep up their online presence.

Strategic alliances increased slightly to 3.5 percent. Recruiter referrals grew to four percent in the 2022 survey. Speaking engagements and community outreach still account for two percent of new business. Public relations/publicity were responsible for one percent of clients, according to respondents.

Résumé writers are increasingly taking advantage of the popularity of podcasting to promote their expertise. In 2022, two percent of respondents reported they were a guest on someone else's podcast, up from one percent in 2021. The percentage of writers who host their own show remained at almost one percent.

Clients referred from a directory of résumé writers remained at four percent in 2023's survey. Respondents naming blog traffic as a source of new clients is the same, at two percent. Yelp being a source of new business rose from one to two percent of writers this year. Yellow Pages advertising remained very low — at less than one-half of a percent of where résumé writers currently get clients.

Networking — not surprisingly — is still a good source of business post-pandemic, increasing from five percent of respondents in 2022's survey to seven percent of writers using this skill as a client source in this year's survey. Writers who gained clients from belonging to their local chamber of commerce grew from less than half of a percent in 2021 to more than one percent in 2022.

In terms of the cost of some of these activities to promote résumé writers' businesses, it ranges widely from no budget (\$0) for marketing and advertising up to \$30,000, according to this year's survey. The largest group of writers, 27 percent, spends between \$3,000 to \$9,999 on activities such as web hosting/domain registration, social media, LinkedIn premium membership, third-party website maintenance, email management subscription fees, and advertising.

On the lower end of that budget, 20 percent of respondents stated they spent between \$0 and \$299 on marketing. Twenty-five percent spent between \$300 and \$999, 21% spent between \$1000 and \$2999, and the smallest group, comprising seven percent of résumé writers, spent more than \$10,000 annually on marketing their businesses.

How We Stay Connected and Up to Date

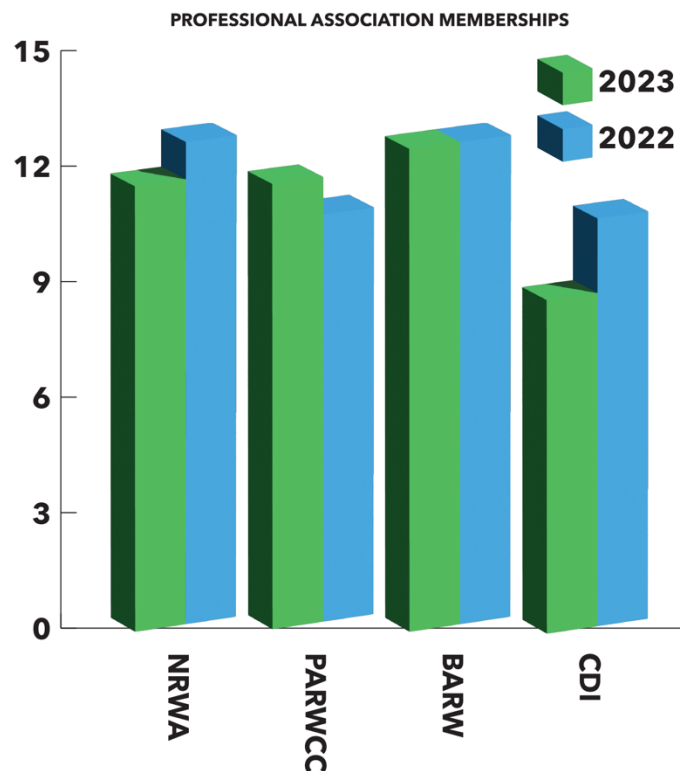
Connecting with colleagues, keeping up to date on industry challenges and changes, and learning new skills and best practices are all characteristics of the average résumé writer.

Most résumé writers surveyed are members of at least one professional association. Reported memberships in the following four professional associations have remained the same or decreased slightly (2022 survey results are in parentheses):

- The National Résumé Writer’s Association – 12% (13%)
- Professional Association of Résumé Writers and Career Coaches – 12% (11%)
- BeAResumeWriter.com – 13% (13%)
- Career Directors International – 9% (11%)

Survey responses indicated that membership in Career Thought Leaders (CTL) has decreased from 14 percent to 12 percent in the last year. Résumé Writing Academy affiliation increased from four percent to five percent.

The reported membership in the National Career Development Association remained the same at two percent. Additional organizations of note are as follows: five percent of writers belong to Profiling Pro, four percent have received training through The Academies, and two percent have worked with REACH.



Many writers contributed to the professional development of others or shared their knowledge with the public. Communicating career-related expertise online was a popular way to do so, with eight percent of respondents having written articles or blog posts, nine percent posting on social media, six percent updating their website, three percent creating an information product, and one percent creating or managing a LinkedIn group.

Lesser used means of self-promotion included: being interviewed by the media (print, TV, online, or radio/podcast) at eight percent, giving a presentation on a career topic at six percent, publishing résumés in a book at two percent, and participating in a job fair at one percent.

Some résumé writers looked to connect with recruiters, at five percent, and four percent explored a strategic alliance.

Only 36 percent of survey respondents reported they are certified as résumé writers, a 16 percent decrease over those reporting certifications in 2022's survey.

Respondents who reported having a coaching certification increased from 12 to 16 percent this year, with 31 percent reporting being dually certified as a résumé writer and career coach (up from 26 percent in 2022's survey). The number of writers who reported having no certifications continued to fall from 19 percent in the last survey to 17 percent this year.

Participation in professional development activities — paid and free webinars and/or teleseminars, and attendance at virtual conferences — was back up slightly from 26 percent in 2022's survey to 27 percent in this year's survey.

Conference attendance, either in-person or virtual, was down slightly from eight percent in 2021 to seven percent in 2022. However, more writers, 20 percent, participated in either paid or free webinars or teleseminars, compared to 18 percent previously.

Challenges and Dislikes

Answers to the question, “What is your least favorite part — or biggest challenge — of being a résumé writer?” fall within five broad categories: money management/revenue/sales (28 percent of writers stated this was a challenge), administrative/non-writing tasks (20 percent), client management (18 percent), writing problems (18 percent), and emotional/mental struggles (16 percent). Each of these types of issues can be further understood by quoting specific responses.

Money Management/Revenue/Sales:

Having enough — and steady — income can be difficult for a solopreneur in any industry, and ours is no exception. From attracting clients to closing the sale, here are the challenges our colleagues encounter with money:

- *Finding clients*
- *Some weeks are loaded with requests and some are not*
- *Doing my bills each month. I do it ... but don't love it. Paying taxes!! :-)*
- *The business part of it — finances. Taxes, etc.*
- *Sales*
- *The ups and downs of the business*
- *Convincing jobseekers that they NEED to pay attention to top-quality output instead of the lowest price*
- *Not having a steady income all the time*
- *Inconsistent revenue flow throughout the year*
- *Closing sales*
- *Educating first-time purchasers of professional résumé services*
- *Dealing with the ebb and flow of business*
- *Getting clients!*
- *Biggest challenge now is...money management*
- *No benefits/PTO*
- *... not having the results living up to the outflow of \$\$\$\$... Lack of a steady income.*

Administrative:

These concerns included organization, time management, and marketing problems.

- *Time management*
- *Social media and building a steady, consistent client pipeline*
- *Marketing*
- *Back-office support*
- *Knowing the best channels to use for advertising or promoting my biz... Staying up to date with rapidly changing technology*
- *Challenge — marketing myself*
- *Not enough time to do all of the marketing I want to do*
- *Monetizing passive income content*
- *The marketing and advertising duties*
- *...Getting and staying organized...*

Client Management:

As shown by the comments below, handling clients' concerns, demands, and bad communication continues to be a source of frustration for writers:

- *Managing people's expectations. Not for the résumé, but for their job search. A résumé does not take away their responsibility to be a good job seeker. If they are a bad egg, even a great résumé will not change that for them. Other challenges are people not giving you enough stuff to work with or giving you stuff after you have completed most of the process. But for the most part, people are easy to please when they are getting my services paid for through a grant. It's the people who want to pay half the price and demand twice the service I don't appreciate.*
- *...unrealistic clients*
- *... talking to potential clients for free intakes. They are mostly indecisive flakes. So, I don't consider those to be actual "intakes" but "interviews for my services." I don't even try to sell to those people. When they engage me, the first step is to pay what they would have for an intake, and I call it a "document review meeting" instead.*
- *Getting people to complete their questionnaires*
- *Getting clients excited about the process*
- *The follow-up...*
- *Managing expectations when clients don't get hired as fast as they had planned*
- *Clients not getting their questionnaire back to you and dragging out their project over many months*
- *Not getting enough info from the client*
- *Recently, it has been client demands. There was a change somewhere in the last 2 years, I find clients expect much more from their packages and are less responsive. take longer to complete worksheets, give feedback, etc. I find it hard to manage a schedule as jobs never seem to wrap up on time anymore.*
- *The individual one on ones. I really want to do more speaking engagements and group/team assessments. I've been writing résumés for a long time as a long-term HR pro, and am really getting burned out on them, but the need is so great right now and I really do enjoy helping people in this way.*
- *Unmotivated or uncooperative clients*
- *Working with fickle, indecisive, fastidious clients*
- *Clients who do a poor job on their questionnaires and only write down what was already in their old résumé*
- *Making deadlines from other people's emergencies...it pays well, though. =)*

Writing:

A theme echoed by many respondents had to do with carrying out the most important part of our jobs — the actual writing. Of course, stress and isolation affect performance and motivation, many need sub-contract writers, and others struggle with the writing process, strategy and/or technique, as demonstrated in the following comments:

- *Managing subcontractors*
- *Coming up with a strategy for writing the documents*
- *I write pretty good résumés, but I'm not a writer, per se. So just writing can be challenging; thinking how to frame and regenerate and describe concisely a person's accomplishments, achievements, summarize work history...all that is very thought-provoking and labor intensive for me, especially taking a 12-page tech résumé and trim it down to 2 or 3 pages.*
- *Writer's block*
- *Limited relationships with other writers who can strategize with me*
- *Finding qualified subcontract writers that need little to no training. I work FT and honestly don't have time to train. That will change once I retire, but for now, that's my biggest challenge.*
- *I have had it. The biggest challenge is getting started. I'm now officially bored senseless.*
- *Getting the initial draft written — making sure the client has given enough information*
- *Writing the résumé*
- *Writing the "About" section for my client's LinkedIn profiles*
- *The actual writing*
- *Finding qualified sub-contracting résumé writing professionals*
- *Writing. It's gotten better with ChatGPT. It helps edit and find better action verbs. It's also getting clients to get their edits to me in a timely manner. I also think that because the industry is so unregulated, there are awful résumés out there and we are not doing a good job as an industry to elevate our expertise and now everyone thinks we can be replaced with ChatGPT.*
- *Developing a strategy*
- *Deadlines, self-inflicted*
- *Client updates. When they re-engage in services after securing a new job. I'm frustrated because I can't figure out a way to make these worth my time.*
- *A very few clients who constantly change their mind regarding the content of the résumé that you are building or want it to be all things to all industries*
- *Writing itself has become a bottleneck so I'm farming it out while I build the coaching side and sell more/other services*
- *Writing!!!*
- *Revisions*
- *Being content with résumés with a classic look. I work in a conservative industry.*
- *I have to turn off my phone so I can just write*
- *Starting the project*
- *Condensing the information provided by the client*

Mental Health:

Similar to last year's survey, many respondents described struggling with the isolation and pressure of running a business alone. Writers revealed concerns of burnout, writer's block, and boredom, as illustrated by these comments:

- *Imposter syndrome and the resulting procrastination*
- *Feeling the pressure to deliver. It weighs on me. Almost every single client is pleased, but I stress a lot about meeting expectations.*
- *...The feeling of not wanting to be a résumé writer anymore*
- *Stamina*
- *Lacking colleagues and time to collaborate*
- *Isolation*
- *Burnout*
- *Boredom*
- *Inconsistency: mine, prospects.' and my clients'*
- *I have no passion left for the job since my chronic illness has worsened. I cannot handle long hours and constant stress. So, I've decided to finally find something else to do. I took down my website last weekend.*
- *Thinking very big when it's just me doing all the work right now*
- *Focus*

Note: Some responses have been edited for grammar and punctuation.

What's Next?

Looking toward the future, respondents had excellent thoughts about what they need to learn to grow a more successful résumé writing business. In 2023, writers overwhelmingly, 26 percent, want more information on the hot topic of artificial intelligence (AI) over any other idea that could improve their businesses.

Respondents are interested in using AI services, like ChatGPT, for everything from marketing newsletters, job search activities, and résumé and cover letter writing. In addition to how automation can help in the writers' businesses, respondents also want to know how it will have an impact on our work. For example, how employers are using it for hiring.

Writers also want more information in areas mentioned in prior surveys — mainly how to earn more money — by building a reliable sales funnel to get more clients. Marketing, social media, and blogging are skills our colleagues would like to be more proficient in. Creating streams of passive income — such as digital products, online courses, and podcasts was of interest — as well as how to get people to buy these products.

Writers want to engage in more professional development activities in the year to come. Specifically, they want to: acquire coaching skills, stay abreast of current trends in hiring and the job market, develop relationships with recruiters, and discover new job search strategies. In terms of résumé development, writers want to know the latest trends like video résumés, learn formatting shortcuts, better understand applicant tracking systems (ATS), as well as how to effectively communicate client expectations for the writing process.

Several respondents stated a desire to serve a specific population better, such as jobseekers in the technology sector, clients over 50, emerging entrepreneurs, masters and doctoral candidates, and executive-level clients.

BeAResumeWriter.com has tackled some of these topics — and will continue to provide resources to help résumé writers acquire, serve, and keep their clients and help them run their businesses more effectively.

Be sure to check out the Resources for Résumé Writers section for more resources to help you with your clients and your business.

Information compiled/analyzed by Résumé Writers' Digest/BeAResumeWriter.com

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<http://www.bearesumewriter.com>

Resources for Résumé Writers

Are you familiar with these resources that can help you as a résumé writer?

Write Great Résumés Faster

Make more money with less work! Are you ever stumped on where to start when writing a résumé? Do you keep track of how long it takes you to write a résumé? Looking for ideas on how to create better résumés to win your clients an interview? How much more money could you make if you could write résumés even just a little bit faster than you do now — without sacrificing quality? Check out this free course: <http://writegreatresumesfaster.com>

Pass-Along Materials

Pass-Along Materials are done-for-you content you can give away to prospects or clients or turn into information products (ebooks, webinars, courses) to sell. Content is provided in Microsoft Word format, so it is easily editable. Use it “as is,” or customize it or simply use it as a jumping-off point for creating your own content on these topics.

Some of the most popular Pass-Along Materials topics include:

[Jobseeker’s Guide to Understanding Salary Transparency Laws](#)

[Jobseeker’s Guide to Color on Resumes](#)

[STAR Worksheet: How to Create Compelling Career Stories](#)

[Formula for a Quick Introduction](#)

[Are You Making These 10 Mistakes On Your Resume?](#)

[Jobseeker’s Guide to Customizing Your Resume](#)

[Surviving Sudden Unemployment](#)

[Should I Include This Job On My Resume?](#)

JOBSEEKERS ARE HUNGRY FOR INFORMATION... FEED THEM!

Done-For-You Content You Can Give Away, Sell, Publish, Print, Post & More...

Topics Include:

- Applicant Tracking Systems
- Working With Recruiters
- What To Do When Your Job Search Isn't Working
- Conducting a Confidential Job Search
- Leaving Your Job/Getting Fired
- LinkedIn
- Salary Negotiation
- Avoiding Job Scams
- Assessing Job Offers
- Informational Interviews

PLUS: Career Checklists • Client Management Forms • Tweetable Tips • 30-Day Challenges



BeAResumeWriter.com/PaidResourcesPreview

Special Reports:

[Collecting Case Studies and Testimonials](#)

[Rebrand Your Business](#)

[Perfect Product Launch](#)

[After The Sale: Onboarding New Resume Clients](#)

[More Client Letters and Forms: Coaching Edition](#)

[Planning and Pricing Your Packages Planner](#)

[Fast Cash From Low-Content Products](#)

[Podcasting With Purpose](#)

[Career Membership Site Planner](#)

[Turn Your Knowledge Into a College: Creating Career Courses](#)

[Lights, Camera, Action: Live Video in Your Career Services Business](#)

[Do the Stuff That Makes Money First](#)

[What Do You Value?](#)

[Grow Your Reach...Grow Your Income](#)

[Quick Cash Strategies](#)

[Fill 'Er Up! How to Boost Enrollment In Your Career Course](#)

[Career Course Planner](#)

[Membership Sites 101](#)

[Earn What You're Worth](#)

[Get Paid to Speak](#)

[Go Live to Get Clients](#)

[Finance 101 for Resume Writers](#)

[Double Your Referrals](#)

Courses:[Resume Writer's University](#)

Looking to learn about marketing, sales, writing, and other topics? Check out the courses available on the Resume Writer's University school on [Teachable](#).

Courses include:

[Write Great Resumes Faster \(free course\)](#)[Ask Better Questions, Write Better Résumés](#)[Pricing Right: Price Your Career Services with Confidence](#)[7-Step Product Creation Challenge](#)[Best Year Ever](#)[5 Simple Strategies to Securing More Clients](#)[Take Your Expertise on the Road](#)**Membership Associations:**[BeAResumeWriter.com](#)[Career Directors International](#)[Career Professionals of Canada](#)[Career Thought Leaders](#)[The National Résumé Writers' Association](#)[Professional Association of Résumé Writers and Career Coaches](#)[Résumé Writing Academy](#)[The Academies](#)**Other Resources**[Distinctive Resume Templates](#)

Want help creating attention-getting resumes? These branded templates are professionally designed by award-winning resume writer Michelle Dumas. The modern, ATS-friendly templates are completely customizable!

[Angie Gensler Social Media Content Club](#)

Social media can be a great way to attract prospective clients and stay connected with existing customers. But what do you post? In addition to the BeAResumeWriter.com Ready-To-Use Social Media content, check out Angie's Social Media Content Club for ready to copy-and-post social media content.

[AWeber E-Mail List Management and Autoresponder](#)

Every résumé writer needs to build a mailing list with very little technical know-how. AWeber walks you through the process of creating your opt-in form (and will even host it on their site for you, so you don't even need a website to get started with building your mailing list). AWeber offers both autoresponder messaging (you can pre-schedule a series of emails to go out at designated intervals when people join your list) and broadcast emails (send a message whenever you want). Your first month is just \$1, and just \$19/month after that (for up to 500 subscribers).

[Constant Contact](#)

The most popular solution for building a mailing list. A more “user-friendly” email list management program than AWeber, its autoresponder function is much more limited. If you’re looking for a program that will allow you to easily create a client e-mail newsletter and the ability to send broadcast emails easily, check out Constant Contact. Offers a Lite version for up to 500 contacts.

trial (up to 100 contacts per campaign), and prices start at \$45 for up to 500 contacts after that.

[Fiverr.com](#)

Need an ebook cover or website banner made? Video editing? A new logo? Video ads? An animated explainer? Check out Fiverr.com.

[EventBrite](#)

The easiest way to offer free or paid registration for your next live or virtual event. There’s no cost to you if you don’t charge for the event, so if you want to host your first free event, consider using EventBrite. If you’re charging for the program (again, in person or online), you’ll pay a small fee. Total fees add up to about 6 percent of sales, but you only pay for what you sell, and the registration pages are extremely easy to set up.

[Payloadz](#)

The easiest way to sell digital information products (ebooks, special reports, forms, guides, audio programs, etc.) online. The Payloadz Express option is for low-volume sellers and is a great way to get started. The full Payloadz option offers an affiliate program to help you find folks to promote your products, and their online store provides exposure for your products.

[PayPal](#)

Some people hate it, some people love it ... most just see PayPal as the easiest way to accept credit cards without having a full-scale merchant account. I gave up my traditional merchant account so I wouldn’t have to deal with the hassle of PCI compliance, and PayPal has been a great solution.

[Teachable](#)

Have you thought about offering courses? They’re a great way to generate additional income AND serve your clients more effectively. They can also be a great source of prospects for your one-to-one services. [Teachable](#) offers a free plan so you can create your first school easily!

[Upwork](#)

Looking to outsource some things you can’t — or don’t want to — do yourself? Upwork is a great place to go to find project-specific vendors, including website designers, graphic designers, copywriters, transcriptionists, researchers, and more.