

PROFILE OF PROFESSIONAL RÉSUMÉ WRITERS



WHO WE ARE, WHAT WE CHARGE,
HOW WE WORK

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Profile of Professional Resume Writers (2022)

Bridget (Weide) Brooks
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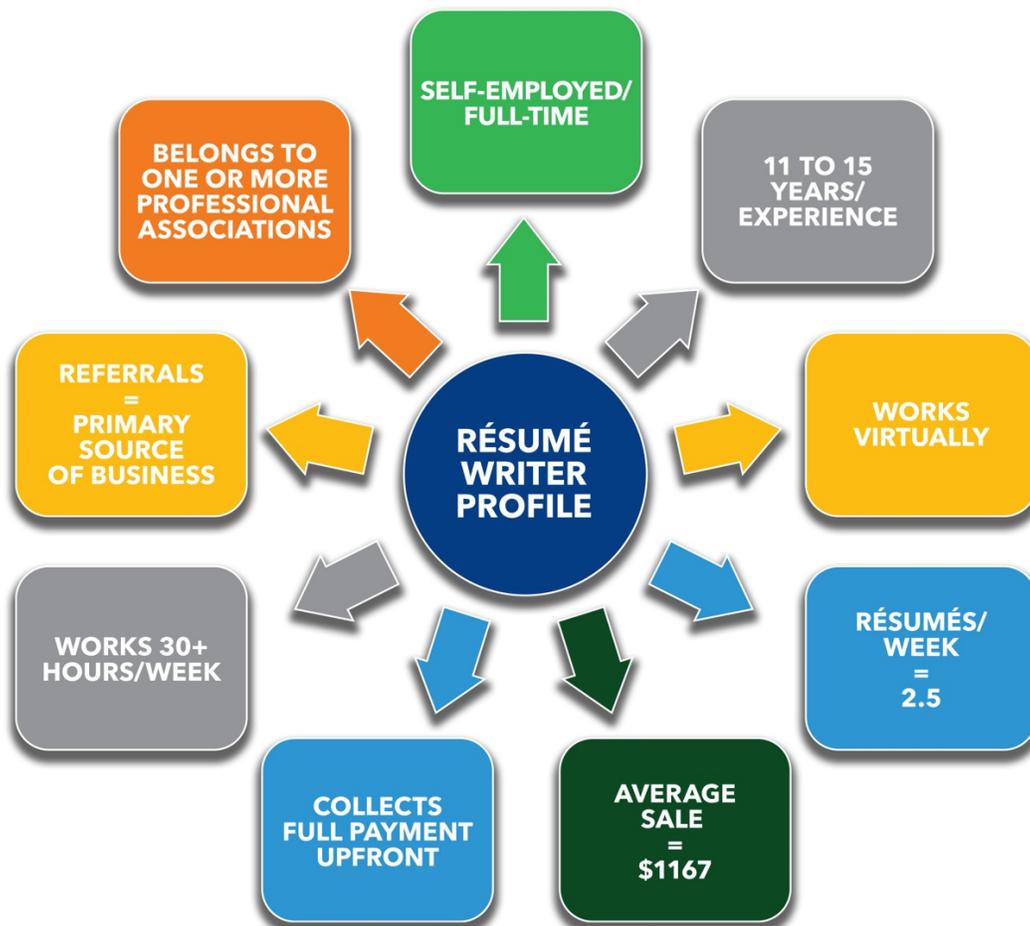
Profile of Professional Résumé Writers (2022)

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 and instructive to give you a peek into how other résumé writers work.

The 2022 *Résumé Writers' Digest Industry Survey* was conducted in February 2022, asking respondents to look back at 2021. The results were compiled in March 2022. Eighty-four résumé writers contributed to the survey data, taking an average of 12 minutes to answer 24 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 2022 survey.



She (the majority of résumé writers identify as female) is in her mid-50s and has been writing résumés for 11 to 15 years as a self-employed, full-time résumé writer working virtually. 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), or the Professional Association of Résumé Writers and Career Coaches (PARW/CC).

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 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 to garner business from.

On average, she spends 22.5 hours a week in résumé development (including client consultation, research, and writing), completing 2.5 résumés per week. In total, she works an average of 30 hours per week in the business, including writing for clients, administration, marketing, and customer service.

Her standard packages include a résumé and cover letter (at an average price of \$1167), but she will bundle 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 time management, client management, and pricing her services. 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.

Mentally, she struggles with the emotional stress of running a business by herself. She is looking for administrative and writing support so that she doesn't burn out. The isolation of working from home sometimes leaves her feeling unmotivated and gives her writer's block, so she wants to learn strategies for improving her writing process.

Current Trends

Let's look at some of the current trends as captured by individual responses to the 24 survey questions and see how things have changed since last year's survey.

What word or phrase would you use to describe 2021?



The word of the year — used by 15 percent of résumé writers — was “Challenge” or “Challenging.” Overwhelmingly, the terms respondents used to describe 2021 were reflective of the times we are in with the COVID-19 pandemic continuing to affect the world.

In fact, most answers contained words that can be grouped into one of the following six themes:

- *Challenging*
- *Uncertainty*
- *Better*
- *Reflective*
- *Worse*
- *Usual*

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?”

If you thought the year was difficult, it may be validating to know that you've got company. Specifically, the “Challenging” theme identified 30 percent of respondents who described a time of difficult emotions, such as “challenging,” “stressful,” “depressing,” and “frustrating.”

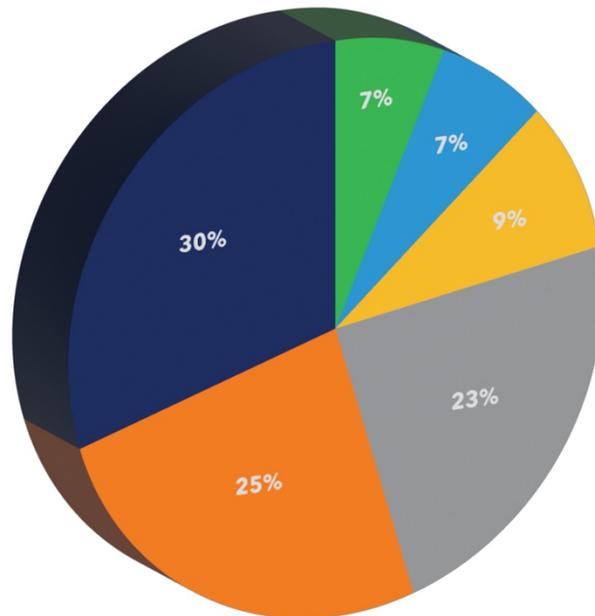
Twenty-five percent of responses fit into the “Uncertainty” theme, with words like “uncertainty,” “change,” “roller coaster,” “unpredictable,” “chaos/chaotic,” “transition,” and “adaptability.”

The “Worse” theme indicated seven percent of respondents describing a worrisome state of business with “worse,” “slow,” and “disastrous.”

At the same time, it is encouraging that the “Better” theme contained almost 23 percent of our colleagues highlighting the year as “busy,” “growth,” and “better than 2020.” In the “Usual” theme, seven percent specified things were “as usual” or “the same.”

The “Reflective” theme contained eight percent of responses, defining the year as “thought-provoking,” “a year of reflection,” or “eye-opening,” expressing positive sentiments about using this time to create change in their businesses. In a few comments, writers mentioned accomplishing milestones such as rebranding their website and writing a book.

WHAT WORD OR PHRASE WOULD YOU USE TO DESCRIBE 2021? (GROUPED INTO CATEGORIES)



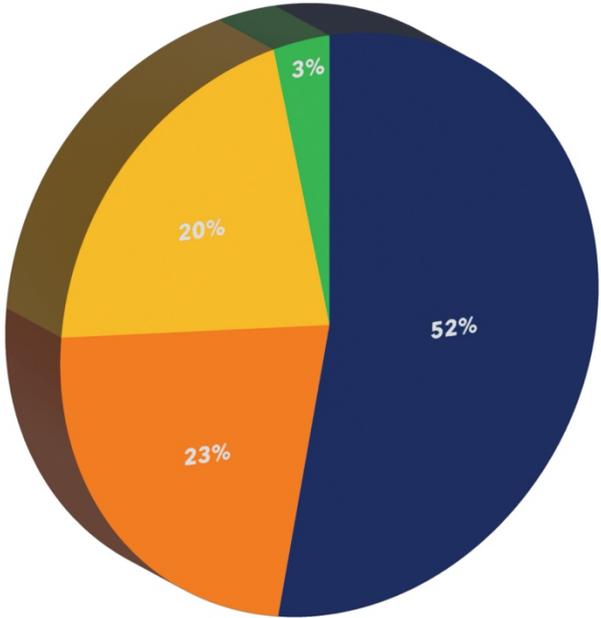
Theme	Words Used	Percentage of Respondents
Challenging	Challenging Stressful Depressing Frustrating Difficult Hard	30%
Uncertainty	Unpredictable Uncertain Adaptability Roller Coaster Transition Volatile Confusing Mixed Bizarre Chaos	25%
Better	Better Busy Good Growth Excellent Thriving	23%
Reflective	Reflective Redefining Gift Eye-Opening	9%
Worse	Worse Stagnant Slow Disastrous	7%
Usual	Usual Meh The Same	7%

Although running a résumé business wasn't easy for many of us last year, when it came to answering the question, "Compared to 2020, in 2021 my business was..." Fifty-two percent of writers reported that their business was increasing: "busy," "better," even "booming."

More than 23 percent stated a downturn and about 20 percent found their business to be the same as in the past.

Three percent stated business was volatile or "up and down."

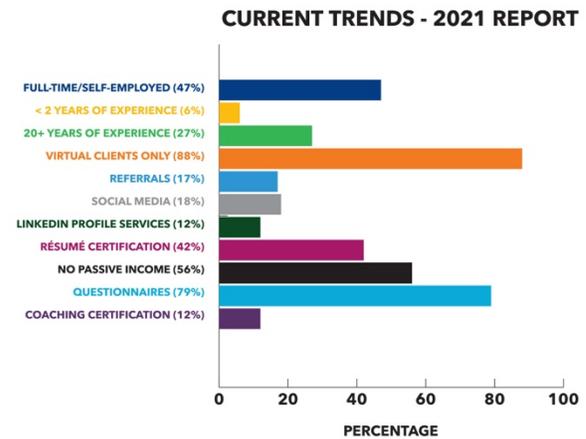
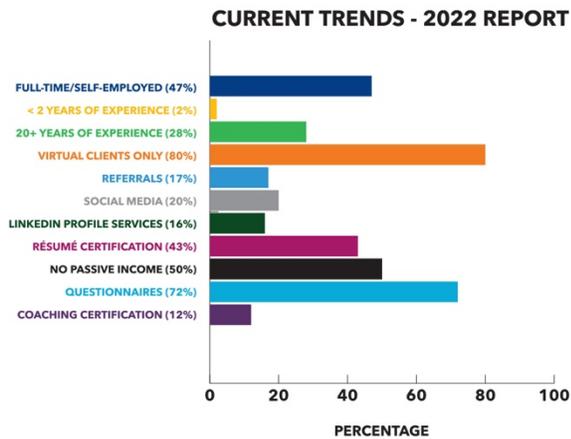
COMPARED TO 2020, IN 2021 MY BUSINESS WAS...



Busy, better, booming, growth	52%
Less, down, worse	23%
The same, OK	20%
Up and down, volatile	3%

Despite the majority of résumé writers declaring business to be improving, almost 11 percent mentioned transitioning away from writing résumés entirely, or decreasing the number of projects they work on. In some cases, this was intentional to manage their schedule better or make a job change. For others, it was unintentional because of burnout, illness, or personal challenges. That’s one in 10 of our colleagues making big changes in their own careers!

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



In 2021, very few writers — slightly less than two percent — were “newbies” (in business for two years or less). Compared to 2020, where six percent of survey respondents have been in business for fewer than two years, this is also a 67 percent decrease over the 2016 results.

More than 92 percent of those responding have been writing résumés for more than six years. Most writers — 28 percent — have been in business between 11 and 15 years.

And 28 percent of survey respondents have been writing résumés for more than 20 years.

	2022	2021
Full-time/Self-employed	47	47
< 2 years of experience	2	6
20+ years of experience	28	27
Virtual clients only	80	88
Referrals	17	17
Social media	20	18
LinkedIn profile services	16	12
Résumé certification	43	42
No passive income	50	56
Questionnaires	72	79
Coaching certification	12	12

Where — and How — We Work

The number of survey respondents reporting they are full-time, self-employed résumé writers (including subcontract work) showed no significant change at 47 percent this year. The number of self-employed, part-time writers jumped from almost 12 percent in 2020 to 23 percent in 2021. A small number of survey respondents — four percent — indicated that their primary employment is as a career coach or a recruiter, or employment at a college/workforce development career services office. The number of subcontract-only writers (no personal clients) decreased from 2.5 percent in 2021 to 0.9 percent in 2022.

The number of résumé writers working virtually only remains high at 80 percent. However, this is down eight percent from last year when almost 88 percent of writers were working virtually only. At the same time, we also see the number of respondents stating they now work with clients in person and/or virtually rise to 19 percent, up from 12 percent in 2021.

Writers who meet clients exclusively in the field (coffee shops, their home, etc.) remains at near zero percent, post-pandemic. This is a stark contrast from the early years of the *Résumé Writers' Digest* Industry Survey, when most writers worked in an office and a home-based résumé writer was a rarity. Almost 19 percent of respondents indicate they work with clients in person AND/OR virtually (phone, Zoom, etc.). Eighty percent of career industry colleagues only work with clients virtually.

Twenty-five percent of respondents stated that the pandemic had changed WHERE (office) or HOW (in person) they worked with clients in 2021. Seventy-four percent of respondents had not made these changes as a result of COVID-19. In last year's survey, more than 39 percent of writers were changing where or how they worked, with 58 percent not making changes.

Most writers — 72 percent — use a combination of a questionnaire and either phone/virtual (67 percent) or in-person (more than three percent) interview. This is a decline from the 79 percent who reported using a questionnaire in some way on last year's survey. Very few writers use a questionnaire only — eight percent in 2020 and only two percent in 2021.

Writers offering LinkedIn profiles report delivering the content to their client either in a Microsoft Word document or using BeAResumeWriter.com's LinkedIn Profile Delivery document. Some use Zoom or other screen-sharing software to guide their clients through updating their profile. Thirty-one percent log into their client's profile to make changes directly, while 69 percent state that they do not log in for their client, mentioning concerns that doing so will violate LinkedIn's terms of service agreement.

Some respondents commented that they never use questionnaires or only get client information in a telephone or virtual interview. This suggests that even though more work is being conducted virtually, there is still a strong element of interpersonal contact (good news for those jobseekers who still want to “drop by the office” and have their résumé “looked at” by a professional).

Services

Before providing any services, most résumé writers usually talk with their prospective clients first. Fifty-three percent of résumé writers always (100 percent of the time) talked with the prospect prior to a sale. Twenty percent of respondents talked by phone before services were purchased between 51 and 75 percent of the time.



This year's survey revealed that participants wrote an average of 2.5 résumés per week in 2021, down slightly from three résumés per week in 2020. Of the respondents who write LinkedIn profiles, they complete an average of three profiles per week, up from 1.5 in the 2021 survey.

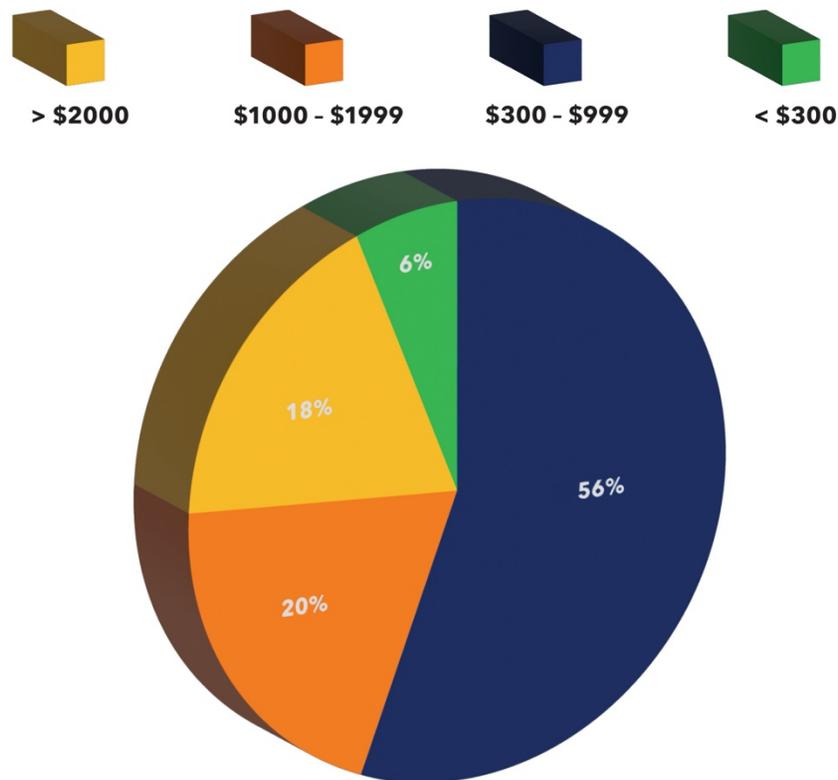
Writers reported spending an average of 22.5 hours per week on résumé development (including client consultations, research, writing, and finalization), slightly lower than the 24 hours a week reported in the 2021 survey. This also aligns with the increase in the number of self-employed part-time writers and the fact that more writers report that they are writing LinkedIn profiles.

Let's Talk Pricing

In response to the question “*What do you charge per hour for your résumé services?*” the answers ranged from \$30 to \$600, with \$150/hour listed most often. 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.

In 2022, respondents indicated that they include a cover letter (17 percent) and LinkedIn profile development (16 percent) with their average sale. When asked “*What is the amount of your average sale?*,” prices ranged widely from \$15 to \$5000. Fifty-six percent of writers charge between \$300 and \$999. Only six percent charge less than \$300; 20 percent charge between \$1000 and \$1999, and 18 percent charge more than \$2000.

WHAT IS THE AMOUNT OF YOUR AVERAGE SALE?



When it comes to LinkedIn services, 34 percent of writers bundle the price into a résumé package. Thirty-one percent report charging separately (a la carte), according to this year’s survey. Twenty-eight percent say that how they charge depends on the client. Fifty-one percent of respondents will write a LinkedIn profile for a client without writing a résumé, compared to 40 percent who require a résumé purchase in order to write a LinkedIn profile.

The average cost of a LinkedIn profile was \$428 in the 2022 survey, up from \$344 last year. Several comments indicated charging an hourly rate for LinkedIn profile development — anywhere between \$30 an hour to \$250 per hour.

Respondents indicated that they also provide career assessments, job search coaching, ebooks/special reports, and résumé distribution services. Other commonly offered services are brand development, job search coaching, interview coaching, and career coaching. Six percent of respondents indicated they still charge for and provide additional résumé formats (ASCII, PDF).

The trend towards collecting full payment up front is holding steady at 74 percent, as is the 12 percent who collect a deposit up front, with the balance due when the draft is delivered or upon finalization. The number of writers who do not collect any payment until after they deliver the draft of complete the project has decreased to just three percent from prior years. This correlates with a decrease in the number of new résumé writers, who can be reluctant to collect payment before project work starts.

Happily, the number of résumé writers who report having “no passive income” continues to decline, from 56 percent in 2021 to 50 percent in 2022 — meaning more résumé writers have added passive income to their career services business each year. Fees paid by colleagues for referring clients (17 percent) and income from ebooks and product sales (15 percent) are the two most frequently reported sources of passive income.

Affiliate income — either Amazon commissions, ClickBank income, and/or individual affiliate program payments — appears to be on the decline, with only three percent of respondents listing this as a source of passive income, versus four percent in 2021.

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.

Similar to the 2021 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 14 percent of respondents gaining business from the site, up from 13 percent in the 2021 survey. Twelve percent of writers got clients via their website, down from 12.5 percent in 2021. Organic searches provided seven percent of writers with clients; the same as in the 2021 survey. Social media showed a slight increase, from five percent in 2021's survey to six percent in 2022's results. Three percent of respondents paid for LinkedIn's ProFinder or other third-party service. These numbers are a good reminder for résumé writers to keep up their online presence!

Strategic alliances are down from four percent to three percent. Recruiter referrals remain at three percent in the 2022 survey. Unpaid speaking engagements and community outreach still account for two percent of new business. Public relations/publicity were responsible for only one percent of clients, according to respondents.

Clients referred from a directory of résumé writers decreased from six percent in 2021's survey to four percent in 2022's survey. Respondents naming blog traffic as a source of new clients is the same, at two percent. Yellow Pages advertising has plummeted to below one percent of where résumé writers currently get clients.

Networking — not surprisingly — is still a good source of business despite the pandemic, noted by five percent of respondents using this skill as a client source. As expected, with many in-person events canceled or postponed in 2021, this number is down from the seven percent in 2021's survey. Hopefully, as COVID-19 restrictions continue to be lifted, writers will have more of these opportunities in the near future.

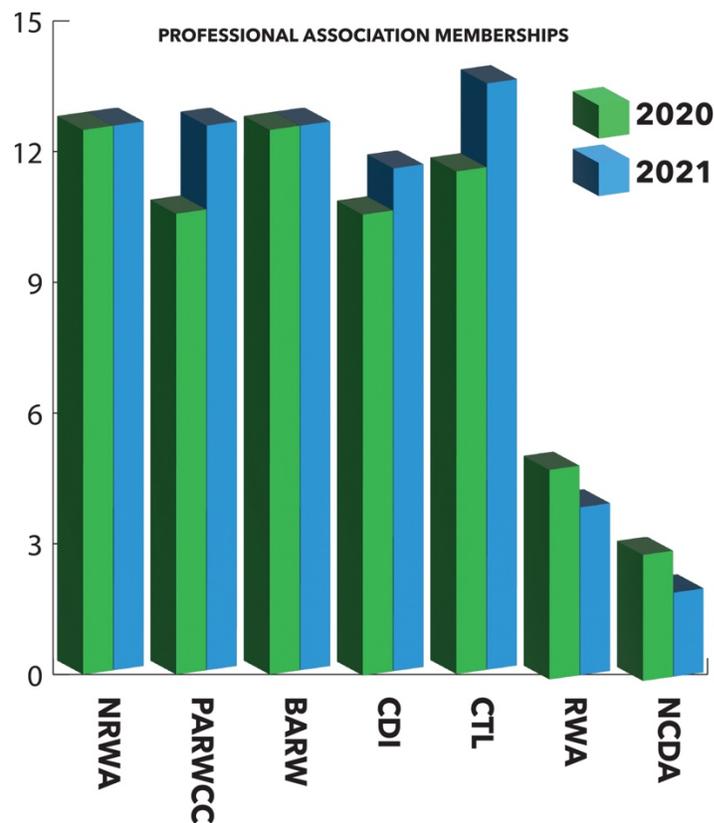
How We Stay Connected and Up to Date

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 (2021 survey results are in parentheses):

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

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



Forty-three percent of survey respondents report they are certified as résumé writers, a 1.5 percent increase over those reporting certifications in 2021’s survey.

Respondents who reported having a coaching certification remained steady at 12 percent this year, with 26 percent reporting being dually certified as a résumé writer and career coach (slightly up from 25 percent in 2021's survey). While 21.5 percent of 2021 survey respondents reported having no certifications at all, that number dipped to 19 percent in 2022's survey.

Participation in various professional development activities — paid and free webinars and/or teleseminars, and attendance at virtual conferences — was down from 28 percent in 2021's survey to 26 percent in this year's survey, yet less than 10 percent of survey respondents reported participation in any of these individual activities. Because of the pandemic, live conferences were largely canceled last year; however, one commenter wrote they attended a business retreat. It will be interesting to see how live events safely return in our industry.

Challenges and Dislikes

Answers to the question, “*What is your least favorite part — or biggest challenge — of being a résumé writer?*” fall within four broad categories: time management, client management, pricing, and emotional/mental struggles. Each of these can be further understood by quoting specific responses.

Time Management:

- *The administrative parts of the business that I cannot outsource completely.*
- *Managing client expectations; managing subcontractors (some of them).*
- *Time constraints: Juggling lots of deadlines. Dealing with technical challenges when my schedule is tight.*
- *Trying to find the time to do my marketing and saying no to clients that need things quickly. Time boundaries are what I struggle with.*
- *Closing sales and conducting discovery calls. Working from home with toddlers is a challenge — my house is never quiet.*
- *Can’t seem to get or keep subcontractors that are actually good. Still having to do full quality checks.*

Client Management:

- *Having to talk to clients.*
- *Not having the bandwidth to keep up with demand.*
- *Getting the needed info from the client.*
- *Clients who go to friends for “advice.”*
- *Getting feedback from people who started with a terrible résumé that they don’t “like” something. Or that people have no idea how to use MS Word or don’t have access to it, and they butcher the résumé the first chance they get their hands on it, make it look terrible, and then use it anyway.*
- *Identifying and dealing with difficult clients, supporting clients through a stressful time in their lives.*
- *Scheduling clients. My pipeline is often full for weeks and I refer clients who don’t want to wait. I’m thorough ... but not fast.*
- *Rescheduled meetings which break momentum; clients not completing their “homework” timely so we can progress timely.*
- *Dealing with clients who “improve” my work — and make it worse because they don’t know what they’re doing, copy from Internet, lack confidence...*

Pricing:

A theme echoed in many of the comments — and recently brought up for discussion by members of The NRWA — had to do with the industry’s public image and perceived value of what we do. Although there were a couple of comments about collecting payment and having the confidence to ask for higher prices, educating the public appears to be a growing challenge, as represented in these quotations:

- *Persuading budget-conscious clients that (1) we are SO MUCH MORE than a typing service and (2) they NEED to retain us because we are educated in the screening in/screening out mechanisms that many companies use.*
- *Dealing with clients who do not want to pay more money for higher quality résumé services.*
- *Managing clients with unrealistic requirements and expectations that they think that somehow this work is executed instantaneously for little money. In reality, this work takes a long time to produce a strong product and requires an investment in time and money.*

Mental Health:

In this year’s survey, many respondents described struggling with the isolation of working from home and pressure of running a business alone. Writers revealed concerns of burnout, writer’s block, and lack of motivation, as illustrated by these comments:

- *Working alone — lack of collaborations.*
- *Sometimes being inspired to write.*
- *Writer’s block/getting the right info (and not too much extra) in the interview.*
- *Getting burnt out from writing résumés...once the fatigue sets in, the mistakes begin to surface.*
- *Keeping motivated.*
- *Feeling burned out / overwhelmed / uninspired.*
- *Burnout — pressure of having the business on my shoulders.*
- *Burnout. Sick of sitting in a chair and writing. Completely over it.*

What's Next?

Looking toward the future, respondents had excellent ideas about what they need to learn to grow a more successful résumé writing business. In 2022, writers want more information in areas mentioned in prior surveys — like marketing, pricing, and creating streams of passive income. Respondents also had creative goals for their businesses they want to know how to achieve, such as building a team, creating a job search guide, and succession planning.

With all the challenges the résumé industry presents, it's encouraging that writers are still focused on these areas of opportunity. Hopefully, next year's survey will show how résumé writers have continued to enhance their businesses and quality of life.

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 business 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

Report created by Kristin S. Johnson

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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>

Making Money as a Résumé Subcontractor

Looking to earn extra income as a résumé writer? Subcontracting can be an excellent source of supplemental income. Get access to the Directory of Subcontract Opportunities (more than 30 listings of subcontract opportunities, including requirements, workstyle, turnaround time, compensation, and more). It also includes a 45-page special report with profiles of résumé writers who subcontract, information on what subcontracting pays, how to contact contracting writers and firms, results of the Résumé Writers' Digest Subcontracting Survey (average compensation, turnaround time, workstyle, etc.), and keys to success (from the contracting writer's perspective), what to look for in a contract, and more. It also includes webinar recordings in the MMRS Webinar Archive. Included in Bronze membership on BeAResumeWriter.com: <https://bearesumewriter.com/join/>

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 Salary Negotiation](#)

[The Jobseeker's Guide to What To Do After the Job Interview](#)

[Jobseeker's Guide to References](#)

[Jobseeker's Guide to Applicant Tracking Services](#)

[How to Know When It's Time to Make a Job or Career Change](#)

[Jobseeker's Guide to a Modern Job Search](#)

[Job Search Letters \(Letters of Acceptance, Refusal, and Resignation\)](#)

[Jobseeker's Guide to Comparing Job Offers](#)

[Jobseeker's Guide to Preparing for a Performance Review](#)

[In the Interview: Explaining Why You Left a Job](#)

[Jobseekers: Don't Quit Your Job \(Yet\)](#)

[Jobseeker's Guide to Accessing the Hidden Job Market](#)

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

[Formula for a Quick Introduction](#)

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



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Special Reports:

[Podcasting With Purpose](#)

[Career Membership Site Planner](#)

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

[What Do You Value?](#)

[Quick Cash Strategies](#)

[Membership Sites 101](#)

[Turn Prospects Into Paying Clients](#)

[Finance 101 for Resume Writers](#)

[Double Your Referrals](#)

[The Psychology of Pricing Your Résumé Services](#)

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](#)

Membership Associations:

[BeAResumeWriter.com](#)

[Career Directors International](#)

[Career Professionals of Canada](#)

[Career Thought Leaders](#)

[The Career Experts](#)

[The National Résumé Writers' Association](#)

[Professional Association of Résumé Writers and Career Coaches](#)

[Reach Personal Branding](#)

[Résumé Writing Academy](#)

[The Academies](#)

Other Resources

[IONOS/1&1 Domain Name Registration and Website Hosting](#)

Affordable, easy-to-use domain name registration (starting at \$14.99/year for domains, and \$6/month for hosting). You can register multiple domain names and point them all to one website easily, allowing you to promote your different services and products but drive traffic (website visitors) to specific pages of your main website.

[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).

[Clickbank](#)

An online market to bring buyers and sellers together. If you create an information product, Clickbank is a great way to find affiliates to promote your offer. If you're looking for affiliate offers to promote, Clickbank is a great way to find relevant products to recommend. It's also a great way to research what clients will be interested in — find products that are hot sellers!

[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 free 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 teleseminar, consider using EventBrite. If you’re charging for the program (again, in person or online), you’ll pay a small fee to EventBrite for each ticket sold, plus either a PayPal processing fee (if you want registration funds to go through your PayPal account) or you can use EventBrite’s credit card processing (with associated fees). 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.

[Joan Stewart — The Publicity Hound](#)

If you’re looking for ways to get free publicity for your résumé writing business, you need to check out Joan Stewart’s offerings. She’ll teach you “tips, tricks, and tools” for free publicity.

[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 (formerly Elance) is a great place to go to find project-specific vendors, including website designers, copywriters, transcriptionists, researchers, and more.

[Wild Apricot](#)

If you want to create a membership program for your résumé writing business, Wild Apricot is a simple yet robust solution that is also extremely easy to get started with. It offers a free, advertising-supported level all the way up to multiple professional levels (depending on the number of subscribers you have). No web design experience required.