APPLYEDGE

ApplyEdge or an Executive Resume Writer?

What each one is actually for, and when you should pick the other one

I built ApplyEdge, so read this knowing I have a horse in the race, and knowing I'm going to tell you where a good resume writer beats it anyway, because a senior person spots a sales pitch about two sentences in and stops reading.

In 2017 I worked with a professional development company, and one of the things they did was rewrite my resume. I wrote the original out with as much detail as I could, and their creative writing group turned it into a base resume, the one I would use for any role I applied to.

I took that base and made a copy every time I applied for a job, read the job description and some very basic information about the company, and rewrote it to mirror their language and map to what they needed, because my goal was to look as close to what they were looking for as I could, and each one took me around an hour.

Then, once I'd had a first interview, most often with a recruiter, I would ask if I could send them a more tailored resume. That first call had two goals, working out whether I actually wanted the role, and learning enough about the company to write a better resume for it, because I was trying to take out any friction between me and a hire. The second draft didn't take an hour, but it was a valuable part of the process.

What you're buying from a resume writer

That base resume is what a writer sells you. A good executive resume writer sits down with you, asks the questions you stopped asking yourself years ago, pulls out the scope and the results that got flattened along the way, and hands you back a finished document written by someone whose whole job is writing them. You pay once, you get a strong version of your career on paper, usually with a round or two of revisions if something reads wrong, and that's a real thing to buy, it's just one document, written at one moment, aimed at the kind of role you described in that conversation.

What a good writer does better than ApplyEdge

The biggest one is an outside eye. A skilled writer hears you describe your last role and catches the thing you undersold because you've been living with it too long, and software asking you questions isn't the same as someone who reads executive resumes for a living pushing back on you in real time.

A writer can also rebuild your story from scratch when it needs rebuilding, say you're moving from running operations into a general management seat, or you've been at one company so long your titles mean nothing outside it, and a tool built around tailoring can't do that for you. And a writer does the writing, while nobody on my end writes your resume as you wait, you run ApplyEdge yourself, so if what you want is to hand the whole thing off and get a finished document back, that's a writer, not us.

Where one document runs out

An executive search doesn't run on one resume. Six months is normal at that level because there are fewer seats, and across those months you apply to roles that describe the same job in completely different words, one posting wants transformation and the next wants modernization, and the finished document you paid for was written for neither of them in particular.

So you end up doing what I did, making a copy and spending the better part of an hour rewriting it for this posting, trying to remember whether you actually did the thing it's asking for and how to say it without overstating, and that hour is the part the writer's fee doesn't cover, and it comes back with every posting.

What ApplyEdge does instead

You paste in the role, and ApplyEdge tailors your resume and cover letter to that posting. When the posting asks for something your resume never mentions, it asks you what you actually did there, keeps your answer, and brings it back the next time a role wants the same thing, so the tenth application is easier than the first instead of starting from a blank page again. It runs a skills gap assessment against each role, so you can see how you match before you spend an evening on it, and it builds a salary anchor if you want one.

Mirroring a posting's language is fine, as long as it describes something you've actually done, and that hour of work is what ApplyEdge is built to take on. The line is claiming what you haven't, so ApplyEdge is built to keep to what you actually did, and when a posting asks for something it can't find in your history it asks you rather than writing it in, which matters more at the senior level than anywhere, because a reference check or a sharp interviewer will find the gap between the resume and the person.

It's $499 a month at the founder rate, you can cancel from inside your account, and if it isn't working for you, email info@equitysolutionsnetwork.com within 14 days of your first charge and you get your money back.

Which one should you pick?

Pick a writer if your story needs rebuilding from the ground up or you want someone else to do the writing, and pick ApplyEdge if you're months into a search, applying to roles that each want something a little different, and you're done rewriting the same document by hand every week.

You can do both, the writer for the foundation and ApplyEdge for every role after it, and that's a reasonable way to spend the money. The one thing I'd push back on is expecting either of them to get you the job, neither one can promise that, and anyone who does is selling you something else.

Questions people ask

Can ApplyEdge replace an executive resume writer?

It replaces the rewriting you do for every application, not the writer's outside eye or a from-scratch rebuild of your story, so if your story needs the rebuild, start with a writer.

Can I use a resume a writer made for me?

Yes, you upload or paste your current resume, including one a writer made, and ApplyEdge tailors it to each role from there.

Does ApplyEdge write my resume for me?

No, nobody on my end rewrites your resume and sends it back to you, you run it yourself, and it asks you what you actually did whenever a posting wants something your resume never mentions.

How much does ApplyEdge cost?

It's $499 a month at the founder rate, locked for as long as your subscription stays active, with a 14-day money-back guarantee and no charge after you cancel.

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