



Aaron Evans

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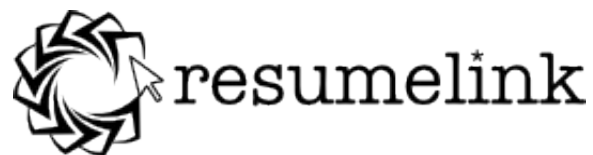
425-242-4304

# *In these times...*

A lot of people are looking for work

Existing job search sites **suck**

It is a **pain** to get your resume online  
They don't allow for any **personalization**  
You don't have **control** over it



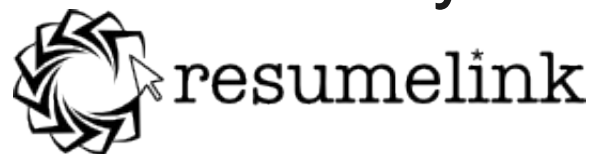
# *We can do better*

Make it drop dead **simple** to upload or create your resume (in any format\*)

A simple URL that makes it **easy** to share your resume  
<http://resumelink.org/your-name>

Leverage the **power** of social networks & search engines for your job search

Think photobucket + tinyurl for resumes



*But who's gonna pay for it?*

## **Advertising**

Text ads from feeds (Google AdSense)

Direct advertising

## **Freemium**

Don't show ads to users who don't want to see them

Let users pay so **others** don't see ads on their  
resume

**Services** for employers & recruiters

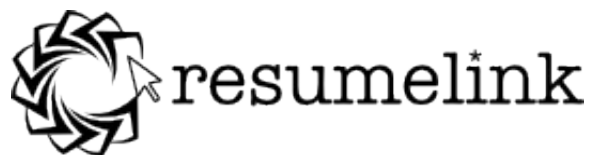


resumelink

*Yeah, right kid...*

Ads do well if they...  
are **targeted** to the right audience  
get **seen** by enough people  
pay **well**

Users will pay for a service if they feel it...  
is better than they can do **themselves**  
is better than any **free** offering  
provides real **value** to them



*So how you gonna do that?*

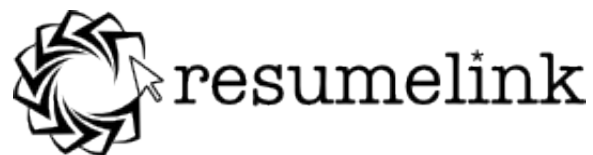
**Job seekers** are a very targeted market  
**Keywords** on resumes are very specific

**Page rank** benefits from:

Lots of **inbound** links

Lots of good original **content**

Everyone will do their best to ***SEO their resume***



*That's the real trick, isn't it*

Getting users will be the real challenge

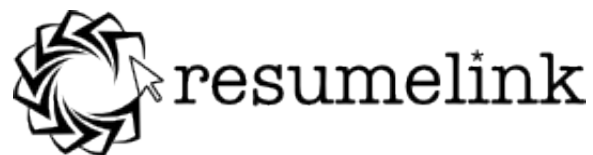
Memorable URL

Great design

Drop dead simple to use

Lots of cool features

Won't cut it without the right **marketing**  
and user **referrals**



# *There's a lot of competition*

## **Job posting sites**

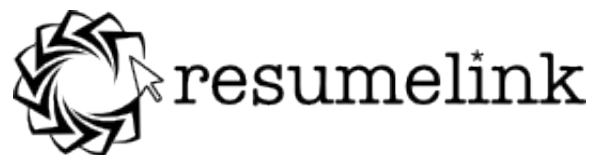
Monster.com, Dice.com, CareerBuilder.com

## **Resume posting sites**

emurse, praux, jobspice, resumebuilder.com,  
pongoresume, visualcv, resumebucket

Big job sites are **impersonal** and draconian

Small resume sites don't see the  
social networking **potential**



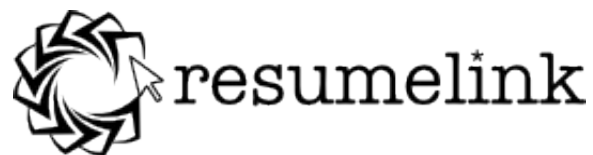


# *What do you want?*

The **timing** is right  
need to be quick to market

Building **market share**  
takes advertising dollars

To have **credibility**  
looking for a partner who knows the job market  
recruiter / HR / social media expert



# Goals

#1 search result for “<your name> resume”

Page 1 search result for “online resume”

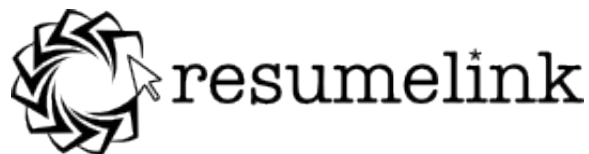
Page 1 search result for “<job description> Seattle”

Alexa top 10K user ranking

100,000 resumes by end of this year

Cashflow positive by end of next year

Everyone knows what you mean when you say  
“my resumelink is ...”

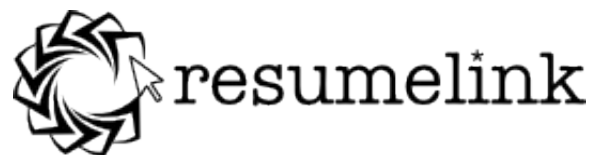


# What's your plan?

Go live in one month with basic features:  
Resume upload and personal link

Build user base with adwords, SEO,  
content (blog, guest articles), & word of mouth

Target social media (Facebook, Twitter, LinkedIn)  
premium membership for referrals



Your resume online  
Under your control

Leverage social networks & search engines

SEO your job search

Targeted and long tail advertising

