Brand Brief

# BOLD Mission

The mission of BOLD is to provide the world’s workforce with the guidance, resources, and

connections they need to achieve career fulfillment and financial wellbeing.

# Value Proposition/Brand Objective

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| --- | --- | --- |
| RN  | MPR  | LC  |
| Resume-Now provides the best tools for job seekers to achieve career fulfillment and financial wellness. | My Perfect Resume is the best place for job seekers to make customized work documents. | LiveCareer is the top destination for job seekers to find the guidance, resources, and services they need for their career. LiveCareer can get you the job you want. |

Do

# Resume Builder Positioning Statement

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| --- | --- | --- |
| RN  | MPR  | LC  |
| For job seekers who need a job, Resume-Now’s Resume Builder is the fastest way to create a job-winning resume. | For job seekers who need to customize their resume, My Perfect Resume’s Resume Builder is the easiest way to build perfect resumes that are targeted for specific jobs. | For job seekers who don’t have a lot of experience with writing resumes, LiveCareer’s Resume Builder is the simplest online solution to help them create a job-ready resume. LiveCareer offers the best, most up-to-date choices for a resume template. Our advice can help you LiveCareer’s Resume Builder offers the best selection of job-winning resume designs for a variety of industries. |

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# Key Messages

## Resume

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| --- | --- | --- | --- |
|  | RN | MPR | LC |
| Tagline | Instantly create job-winning resumes.  | Build the perfect resume.Easily make customized resumes for each job you apply for. | The easiest way to create job-ready resumes.Anyone can make a job-ready resume. |
| Resume | Create a resumeJob-winning resumes | Build a resumeCustomized resumesPersonalized resumes | Create a resumeJob-ready resumes |
| Templates | *Recruiter-approved templates*Stand out with a scannable template, approved by recruiters. | *Employer-tested templates*Employer-tested templates are designed to be easy to customize for every job. | *Fool-proof templates*Fool-proof templates adapt to what you write so you make fewer mistakes. |
| TTC | *Recommended skills and phrases written by industry experts*Use recommended skills and phrases written by industry experts to fill out each section of your resume. | *Pre-written examples crafted by career experts*Build each section with pre-written examples crafted by career experts. | *Job-specific bullet points*Resume Builder helps you write each section by suggesting job-specific bullet points |
| Tips/Advice | *Tips*Our professional tips will help you understand exactly what employers are looking for. | *Advice*We’ll be there for you every step of the way with expert advice.  | *Guidance*Get simple guidance to create a resume that best highlights your skills and qualifications  |
| CTAs | Create Resume | Build Resume | Create Resume |

## Job Search

|  |  |  |
| --- | --- | --- |
| RN | MPR | LC |
| Get the job 2x as fast with Resume-Now. | Get hired 33% faster with My Perfect Resume. | Find everything you need to get hired all in one place. |
| Search for jobs that match your experience. |  | Expert tools for every stage of your job search. |
| The better way to land a job. |  |  |

## Cover Letter

|  |  |  |  |
| --- | --- | --- | --- |
|  | RN | MPR | LC |
| Cover Letter | TBD | TBD | TBD |
| Resignation Letter | Leave on the right note with a positive resignation letterEvery proven template has all the information you need to leave on the right note.It’s easy to tailor your letter by filling in the blanks. You’ll be done in no time. | Leave gracefully and professionally with a polite resignation letter. |  |
| CTA | Create Cover LetterCreate Letter | Build Cover LetterBuild Letter | Create Cover LetterCreate Letter |

## Interview

|  |  |  |
| --- | --- | --- |
| RN | MPR | LC |
| (TBD) | Land the interview with My Perfect Resume. | LiveCareer can get you the interview you want. |

# Voice and Tone

Job seekers are looking to us for knowledge and expertise. Use active voice rather than passive. Use familiar and understandable words. Avoid technical jargon. Text should build trust and confidence.

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| --- | --- | --- |
| RN | MPR | LC |
| Plainspoken language as if they are talking to a school counselor. Concise and direct but not rude.Helpful but not overbearing. | Casual language as if they are talking to a coworker.Conversational but not sloppy.Friendly but not long-winded. | Informal but professional language as if they are talking to a young teacher.Expert but not condescending.Authoritative and approachable. |
| Primarily second-person voice but use other voices when necessary. | Primarily first-person voice but use other voices when necessary. | Primarily second-person voice but use other voices when necessary. |
| Sense of immediacyKey terms - immediate, instant, now, in minutes | Sense of perfectionKey terms - perfect, best-in-class, first class | Sense of ease, thoroughness, comprehensivenessKey terms - ease of use, simple, thorough, comprehensive, complete, step-by-step guidance, helpful |