

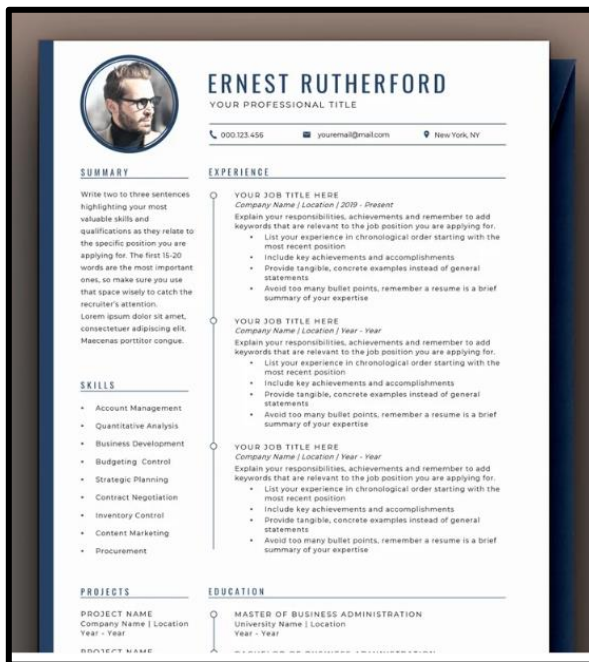
# POPULAR PRINTABLES MONTHLY

Month 9

Amy Harrop

## Hot Printable Niche Strategy Report:

Learn More About the Popular **Resumes** Niche!



<https://www.etsy.com/listing/1161147428>



<https://www.etsy.com/listing/678797993/>

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## Hot Niche Alert: Resumes!

I'll never tire of promoting low content products and printables as extremely worthwhile income streams...they are simply too incredible to deny their worth.

- They are swift and simple to create,
- There is a long list of categories and niches they can be sold in,
- And they sell. They sell **very** well.
- If that wasn't enough, there is no need for inventory or shipping!

**Your membership ensures you will receive a detailed and thoroughly researched newsletter every month with a hot niche in the low content and printables market. You'll also be given several sub-niches to make it as easy as possible for you to tap into a pool of buyer-ready traffic.** This month, we're going to focus on the huge demand for resumes and resume templates.

First, I'll begin by discussing what exactly resume templates are. Then we'll examine the target audience and dive into the research I've completed on the profitable sub-niches. Finally, I'll provide lots of tips, tricks, templates and bonuses to help you have your first dozen resume templates finished, listed and selling as soon as possible.

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## **What Are Printable Resume Templates?**

Printables are simply digital products – documents, files, graphics, etc. – that you create and make available for online download. Buyers can print at home or take to a printing shop.

Resumes are usually created on a computer program like Google Docs or Microsoft Word and printed or sent out digitally.

Resume templates are created in the same format so that buyers can have somewhere to begin. They buy the template and replace the information with their own data, saving them time and giving them an advantage over competition with a more professional-looking resume.

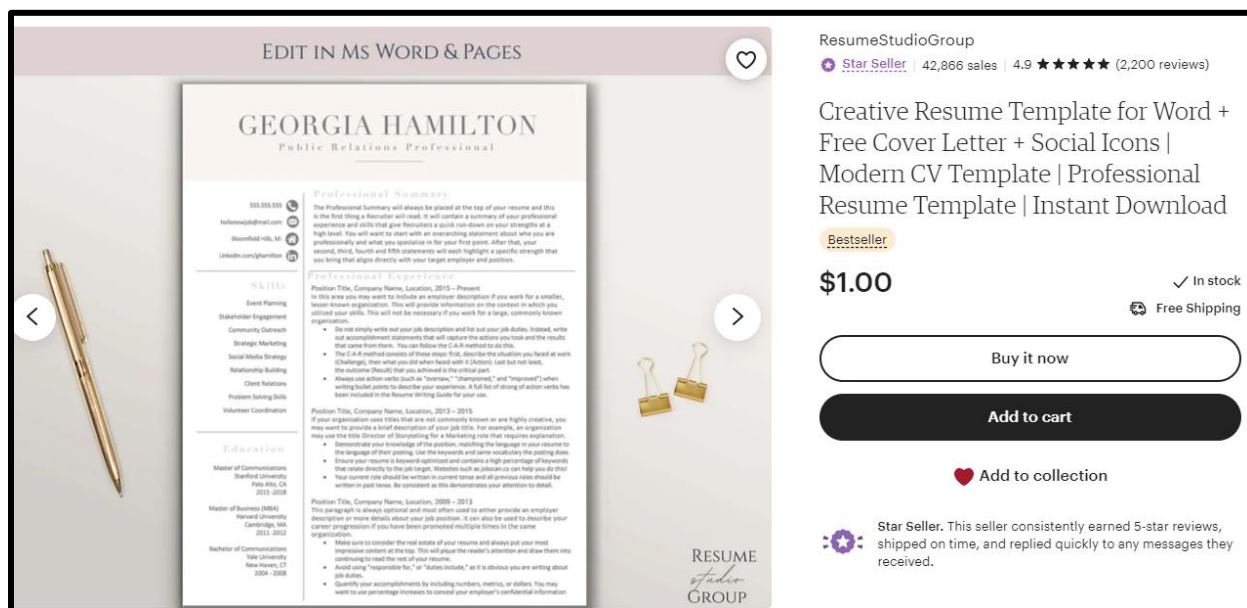
## **Just Look at These Successful Sellers!**

With a huge amount of uncertainty in the world today, more and more people are looking for work, changing jobs and even careers, and they all need one thing...an attractive resume.

Let's take a look at several successful sellers of resume templates. Note the wide range in price and the differences in the contents of the listings. Resume templates can be a simple one-page document or you can include multiple page versions, cover letter templates, and more.

You can see what is working well and, hopefully, gain inspiration for your own store.

## ResumeStudioGroup - Etsy



<https://www.etsy.com/listing/728472345>

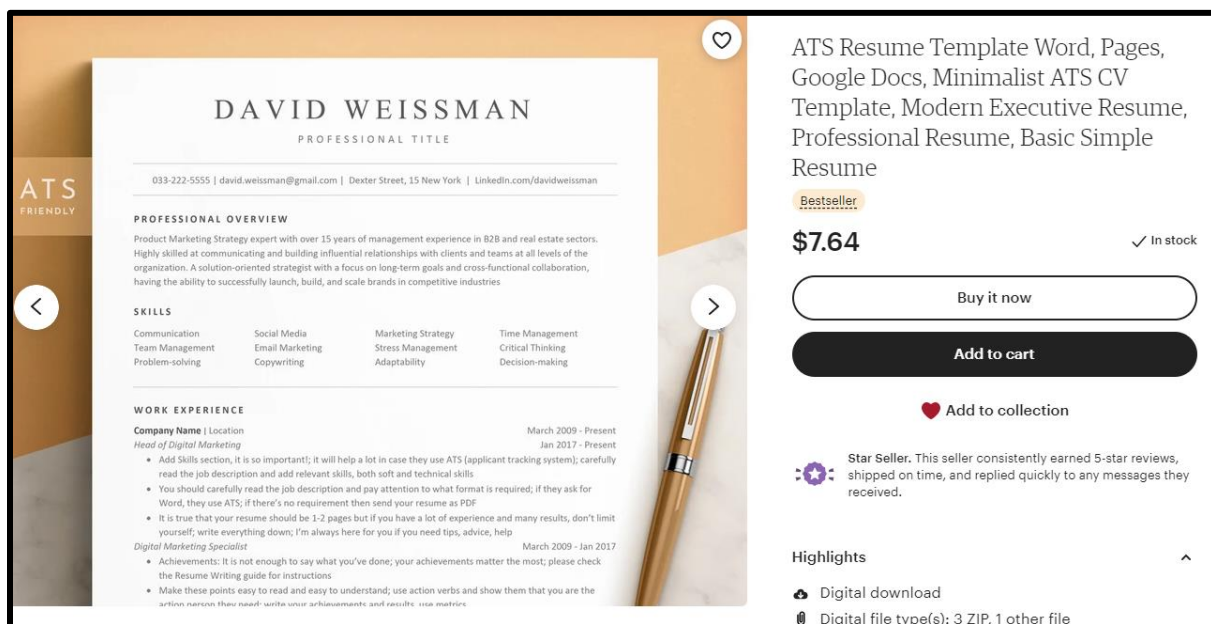
This Etsy Star Seller has raked in over 43,000 sales and many of their products are very simple designs. This example of a best-selling resume template includes:

- A cover letter template
- Multiple page templates
- Tips for resume and cover letter writing
- BONUS: A free interview preparation workbook

ResumeStudioGroup has really gone the extra mile, (though the extras they include take little time to create), and it's no wonder customers are flocking to their store.

**Adding a bonus with one-and-done content is a great way to grow sales.**

## CoResume - Etsy



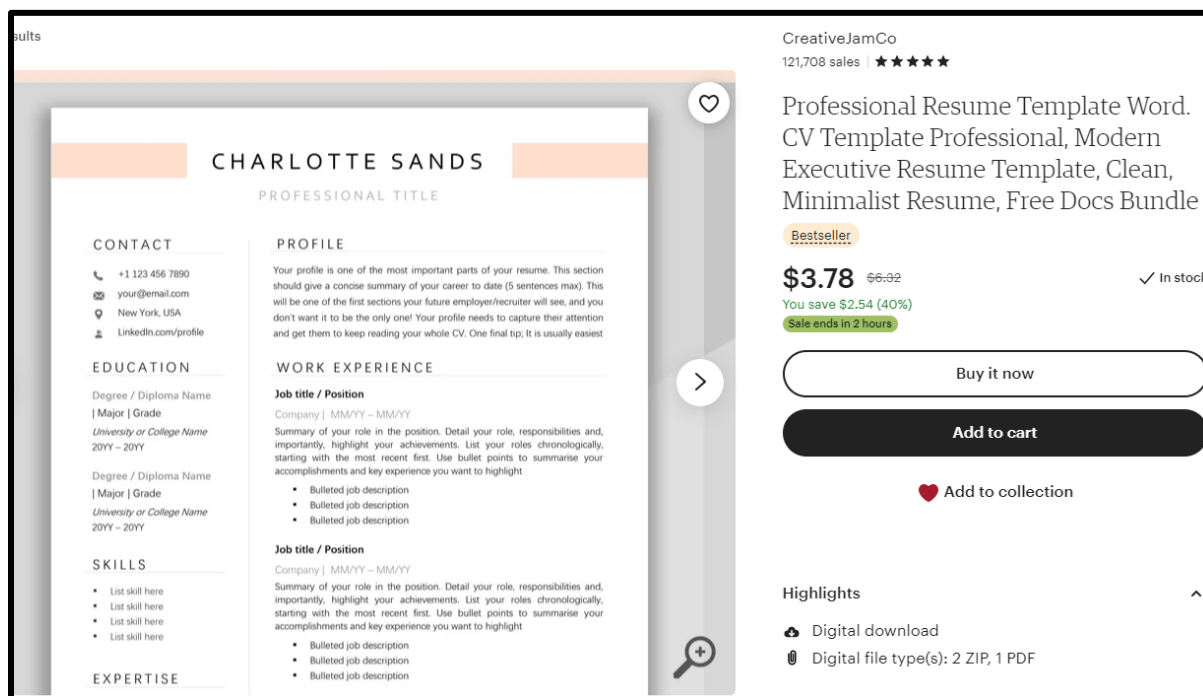
<https://www.etsy.com/listing/1075176536/>

Another successful Etsy seller, CoResume, has taken a different approach. This resume template offers buyers a similar product to the last one we looked at, but with a few added formats and several more helpful bonuses.

CoResume has half the sales of ResumeStudioGroup, but they are asking \$7+ for their templates...and clearly buyers are showing up for the added value they are providing.

It can take some consideration to price your products in this particular category. If you're willing to try different strategies and study your results, you'll find your price niche...don't be discouraged if it takes a bit of time!

## CreativeJamCo - Etsy



<https://www.etsy.com/listing/842445901>

Priced nearer the middle of the two prior examples, this professional-looking resume template is sold by CreativeJamCo, an Etsy super-seller with 120,000+ sales and a five-star rating.

This resume template bundle offers buyers multiple resources helpful for job seekers and, like the other examples, is fully customizable. Also similar to the other examples, the creator can make very small tweaks to the product and market it as many different listings.

For example, you can change the color and the font and have something more masculine. Increase the spacing and reduce the word count and you'll have a more minimalist feel.

**You can have countless resume template products to sell from creating just one resume template and making very small tweaks!**

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# Tapping into This Growing Audience

After taking a look at several examples of successful resume template sellers and the approaches they take, it's time to get to know a bit about the audience for these products.

Resume templates are bought by people searching for new employment opportunities. You may think of young people starting out in their first career hunt as the main buyers, but there really is a much broader audience.

In fact, in a recent article [Forbes](#) noted that nearly a third of all job seekers are over the age of 50. *(By the way, the article's first recommendation for job seekers is to get a resume makeover).*

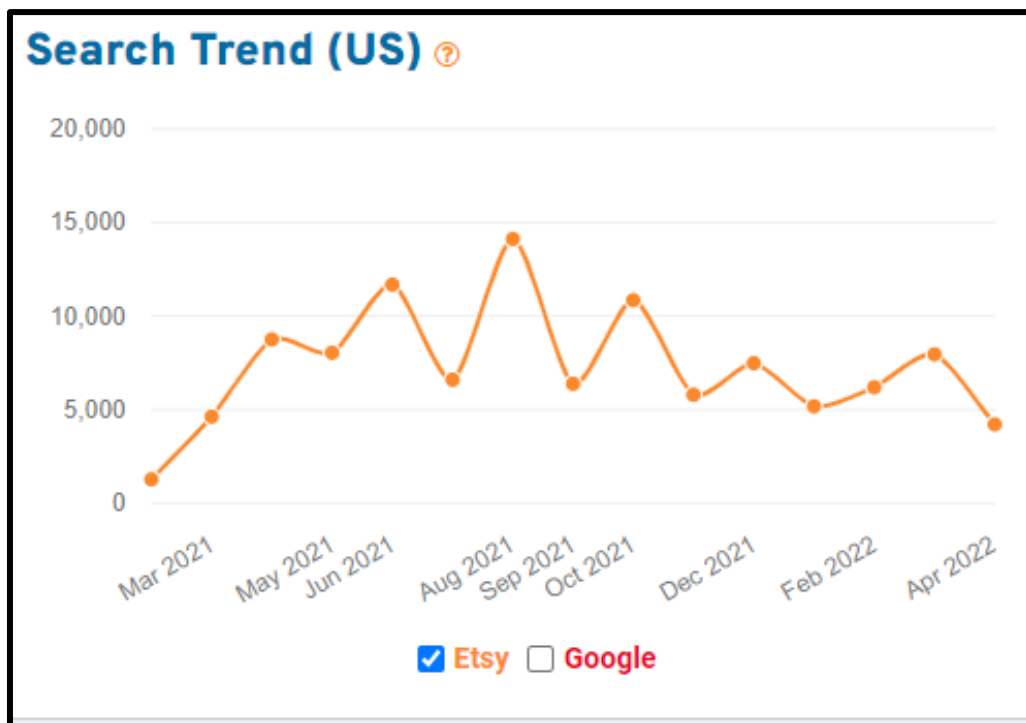
Buyers are looking for products that are:

1. Professional – above all else, a professional look is key.
2. Clean – some people prefer a traditional look, some a minimalist approach, but templates should be uncluttered and easy to read.
3. Concise – resumes should contain all necessary information and very little else.

**Customers for resume templates are men or women, young and old, but the driving force behind sales of these products is the desire to appear more qualified than competitors and thus more hireable to potential employers.**

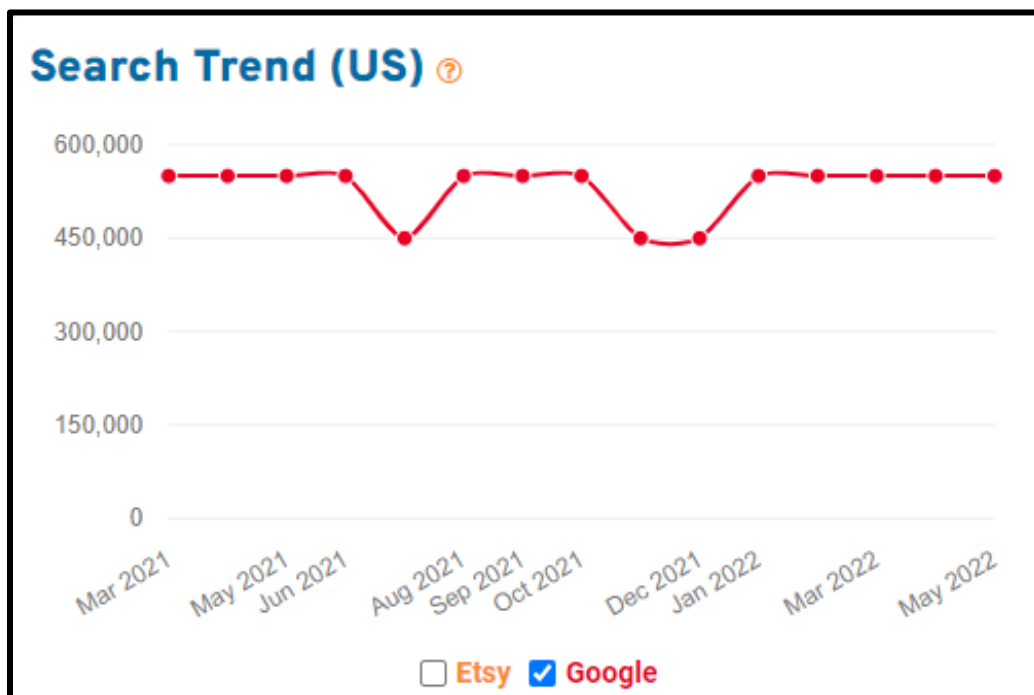
## Digging Deeper: Low-Competition, Hugely Popular Sub-Niches

Searches for resumes are *astronomical* in number across multiple marketplaces. Take a look at the following chart for search trends. You'll note that Etsy searches range from 5,000 to 15,000 every month.





Now take a look at the searches for resumes on Google:



***Searches for resumes on Google range between 450,000 – 550,000!***

Resumes are most definitely something people are interested in. And somehow, despite the huge interest, competition remains relatively low. Here are the numbers for the overall category:

Keywords	Average Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
Resume Template	21,382	120%	24,941	450,000
Resume	7,893	116%	25,814	550,000

With those kinds of search numbers, click-through-rates and Google searches, this is a category I'd jump into without even keying down into the sub-niches.

However, the more you specialize, the more you will stand out and boost your sales potential. And there are many sub-niches in this category that are worth exploring.

**Sub-categories with high Etsy searches and relatively low competition:**

Keywords	Average Searches	Average Click-Through-Rate	Etsy Competition	Google Searches
Resume Template Google Docs	5,354	108%	3,946	40,500
Resume Template Word	3,405	91%	15,914	22,200
Resume Google Docs	2,913	113%	3,946	5,400
Ats Resume Template	1,350	95%	2,579	2,400
Sorority Resume Template	826	82%	1,235	880
Ats Resume	588	102%	2,429	6,600
Executive Resume Template	587	102%	4,045	1,900
Nurse Resume	575	97%	2,805	14,800
Teacher Resume	523	65%	4,210	12,100

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The key to evaluating this research is to find the keywords with the best combination: high Etsy searches, high CTR - Click Through Rate, which means the customer follows through by actually clicking on a product, low Etsy competition and high Google searches (which can indicate a niche is trending and may sell well in other marketplaces besides Etsy).

The main differences in resume niches are the format they're created for and the specific job niche they serve. I've chosen the following four sub-niches as they bring in the best ratio of searches and CTR to competition:

- Resume Template for Google Docs
- ATS Resume Template
- Executive Resume Template
- Nurse Resume

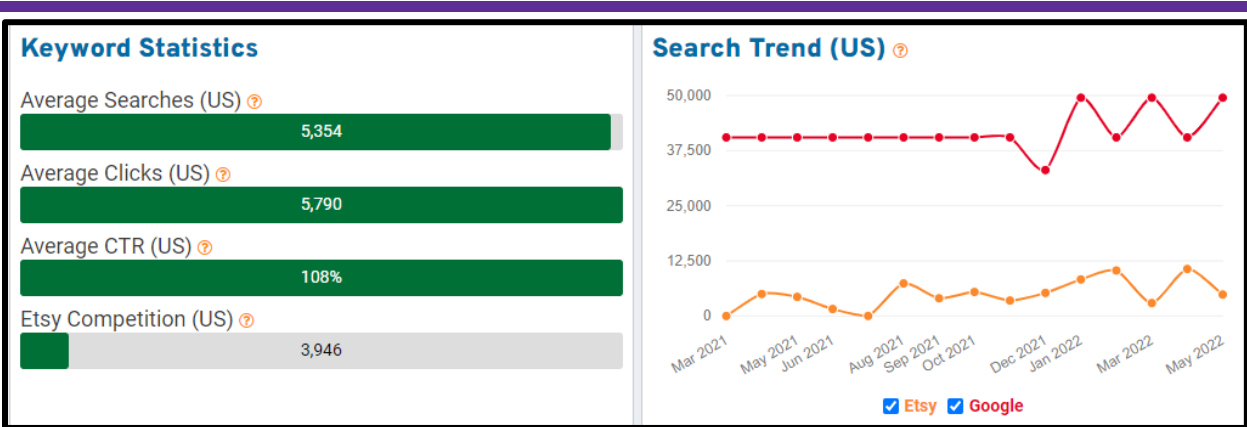
**It's worth checking out some of the other niches as well. Once you've created a base resume, you can make simple changes that will appeal to an entirely different audience.**

### **Resume Template for Google Docs**

Google Docs is a free, web-based word processor that allows you to create, format, and share documents online. It is a very popular alternative to Microsoft Word, which requires a paid subscription.

It's not surprising then that people are looking for resume templates they can edit in Google Docs.

Here is a look at the strong stats for this sub-niche:



<https://erank.com/>

Average searches far outstrip the competition on Etsy and the searches on Google are 10X higher.

One of the Etsy sellers cashing in on this profitable sub-niche is [WinkyWin](#). This Star Seller on Etsy has over 31,000 sales and focuses solely on resumes, cover letters and CV templates.

**1 PAGE VERSION**

**Celine Simons**  
PROFESSIONAL TITLE

Let's make it clear: no fluff on your resume. Only your information. You will get the job. No one else. You don't have your real work experience - it will be more difficult to do it while interviewing. It's more in your way that includes your education, career path, personal qualities and passion that you are looking for.

**CONTACT**

714.451.1234  
etsywin@winkwin.com  
14000 University Avenue  
Dover Street, New York

**EDUCATION**

**Master's Degree,**  
Major  
Western University  
2000 - 2007

**Bachelor's Degree,**  
Major  
Western University  
1997 - 2000

**SKILLS**

Professional  
Excellent Quality  
Creative Design  
Managing Deadlines  
Business Development

Technical  
Microsoft Word  
Microsoft Excel  
Microsoft PowerPoint  
Adobe Acrobat

**EXTRA**

Enter Your Achievement  
University or Company  
Location / Date

Enter Workshop or Course  
Institution or Company  
Begin / End Date

**WORK EXPERIENCE**

Enter your job position here  
COMPANY / 2016 - 2017  
Below the company name you should briefly (2-3 words) mention about its field. For example: "It's among the top 5 companies in the consumer credit area. It must be most, especially, inspiring and connected to the position for instance."

- You not have staff? Mention from 1 to 100,000.
- I inspired with the management and helped payment to 30 days, having saved on credit you just monthly.
- Need help? We are always glad to give some tips, you can just text us!

Enter your job position here  
COMPANY / 2016 - 2017  
If the company is not that well known but it works with well-known brands - you should definitely mention that. For instance: "shutterstockpartnering - sharing partner of Shutterstock, Audible, Amazon, Big Bang, etc. used together with various companies significantly influence the perception."

- So much is written? Why not check your CV for mistakes and improve?
- We created this template for you, but if something happens, you can always reach us via message (24/7) or by email (24/7).
- Need help? We are always glad to give some tips, you can just text us!

Enter your job position here  
COMPANY / 2016 - 2017  
Your resume should consist of simple words and phrases, there should be no words copied from your online instructions, please don't be written by yourself, not copied from Internet. It is not appropriate to write explanations, comments, references, etc. Only facts, facts and achievements.

- So much is written? Why not check your CV for mistakes and improve?
- We created this template for you, but if something happens, you can always reach us via message (24/7) or by email (24/7).
- Need help? We are always glad to give some tips, you can just text us!

Enter your job position here  
COMPANY / 2016 - 2017  
Remember, what about those who due to the nature of the job cannot boast of the efficiency requirements and outcomes in competitions?

- Don't forget to save the changes in this document after you fill it in.
- Ready? Now save the completed CV in the PDF format and send or print it.

**PROFESSIONAL DEVELOPMENT**

The Marketing Forum USA  
Punta Verde Beach  
R. 1000 / 15-10-2017

The Business Forum USA  
2300 21st Street, Sacramento  
CA 95811 / 15-10-2017

**WinkyWin** 31,812 sales | 4.9 ★★★★★ (1,137 reviews)

**One Page Resume Template Google Docs, Mac Pages, Word Cv Template Professional Resume Template Free Cover Letter Simple Clean Resume Design**

**Bestseller**

**\$7.95**

✓ In stock  
Free Shipping

**Buy it now**

**Add to cart**

**Add to collection**

**Star Seller.** This seller consistently earned 5-star reviews, shipped on time, and replied quickly to any messages they received.

<https://www.etsy.com/listing/719105188>

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One of their bestsellers is a simple one-page resume template they advertise as compatible with Google Docs. It's a digital download with many different files that make it perfect for a wide range of tech users:

- Mac Pages, Google Docs and Microsoft Word files
- 1- and 2-Page Version Resumes
- Reference Page and Cover letter templates
- Extras like a step-by-step guide and 5 Helpful Rules

WinkyWin has over 100 different listings and most just have a different font and some spacing changes. The extras provided with each purchase – reference pages, cover letter templates, etc. don't require any changes.

All their products are priced at just shy of \$8...not bad for a digital product! And it appears from their 1,000+ 5-star reviews that customers agree.

### **ATS Resume:**

The next resume template sub-niche we'll explore is the ATS Resume.

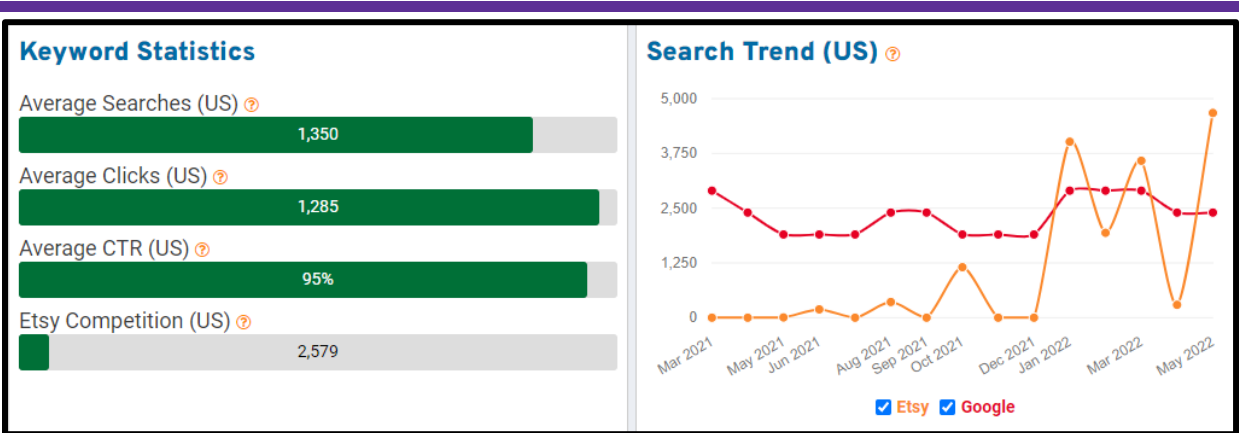
ATS stands for Applicant Tracking System and it is a software that recruiters and employers use to track candidates throughout the recruiting and hiring process.

In fact, according to CNBC<sup>1</sup>, more than 95% of Fortune 500 companies use an ATS. But even small companies are turning to ATS use to streamline their hiring, so making sure your resume is ATS-friendly is important to a lot of job seekers.

And clearly there are many people searching for ATS resume templates based on these numbers:

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<sup>1</sup> <https://www.cnbc.com/2019/02/28/resume-how-yours-can-beat-the-applicant-tracking-system.html>



<https://erank.com>

So what's needed for a resume to be ATS-compliant?

- Simple formatting with clear headings
- Keywords that match the job ad
- Reverse chronological format is best
- No tables, graphics, columns, etc.

Here's an example of an ATS template sold on Etsy by [TheResumeMarket](#):

The screenshot shows an Etsy listing for an "ATS Resume Template for Word, ATS Friendly Resume Template, Lebenslauf Vorlage, ATS Cv Resume Template, Cv Template Simple, Resume Template" by TheResumeMarket. The listing includes a preview of the resume template, which is titled "ANDREW HARPER" and "PROFESSIONAL TITLE". The template is described as "ATS FRIENDLY" and includes sections for "PROFESSIONAL PROFILE" and "WORK EXPERIENCE". The listing also shows the price as \$9.83, a "Buy it now" button, an "Add to cart" button, and a "Add to collection" button. The seller is a "Star Seller" with 8,997 sales and a 4.9-star rating (674 reviews).

<https://www.etsy.com/listing/1019132210>

TheResumeMarket is another Star Seller on Etsy with nearly 9,000 sales. The ATS resume template shown above is a Bestseller and brings in almost \$10 per sale.

**It's not difficult to make a resume template ATS-compliant, and it's a great selling point!**

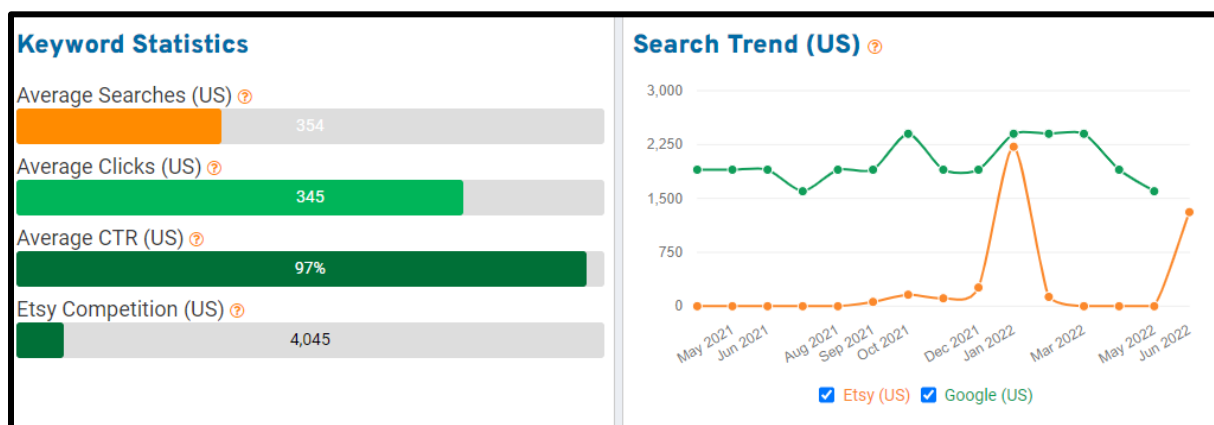
## **Executive**

Next, we'll look at the Executive Resume sub-niche.

Executives are expected to have a high level of skill in various areas such as leadership, strategic management, large-scope initiatives and relevant financial metrics.

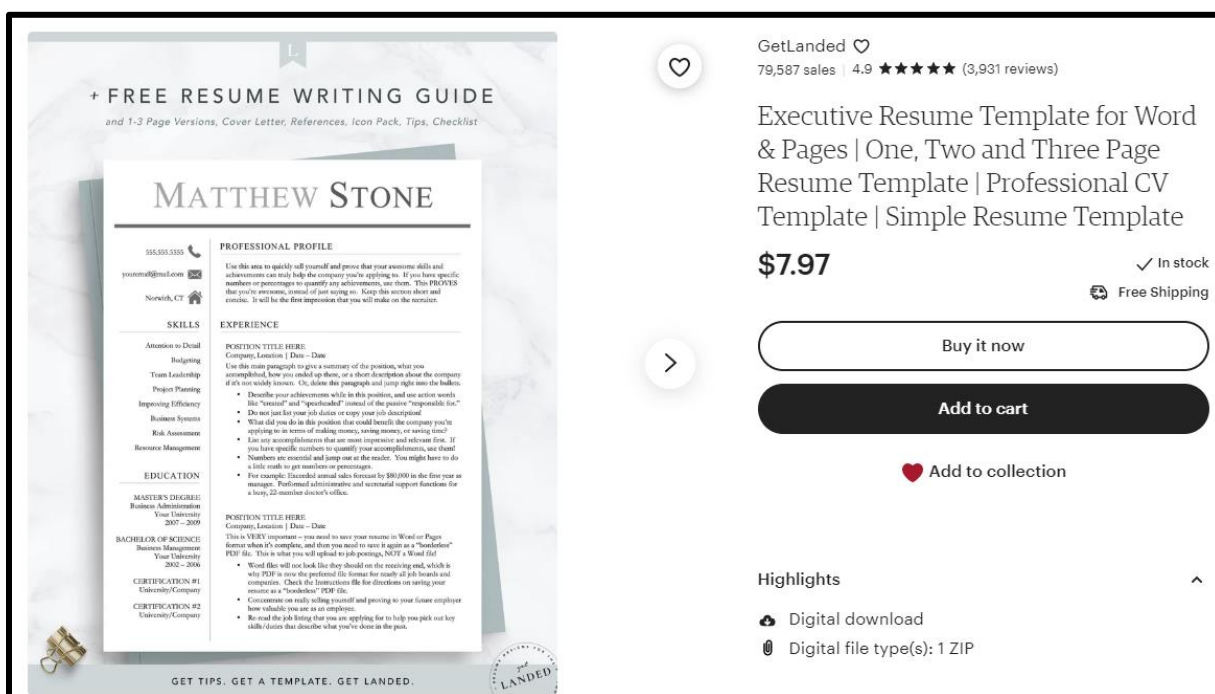
The type of resume executives utilize needs to be extremely professional-looking and show that the applicant has a proven and successful career path as well as the skills mentioned above.

Searches for Executive Resume Template on Etsy spike at various times throughout the year, but average nearly 600/month with relatively low seller competition. Google searches remain steadily high throughout the year.



<https://erank.com/keyword-tool/tags?keywords=executive+resume+template&source=etsy>

This example of an executive resume template, from Etsy seller GetLanded, is selling for \$7.97.



**+ FREE RESUME WRITING GUIDE**  
and 1-3 Page Versions, Cover Letter, References, Icon Pack, Tips, Checklist

**MATTHEW STONE**

105.501.5555  
youneedit@aol.com  
Newark, CT

**PROFESSIONAL PROFILE**  
Use this area to quickly tell yourself and prove that your executive skills and achievements can truly help the company you're applying to. If you have specific numbers or percentages to quantify any achievements, use them. This PROVES that you're successful, instead of just saying so. Keep this section short and concise. It will be the first impression that you will make on the recruiter.

**SKILLS**  
Attention to Detail  
Budgeting  
Team Leadership  
Project Planning  
Improving Efficiency  
Business Systems  
Risk Assessment  
Resource Management

**EXPERIENCE**  
POSITION TITLE HERE  
Company, Location | Date – Date  
Use this main paragraph to give a summary of the position, what you accomplished, how you ended up there, or a short description about the company. It's not really a resume. Or, delete this paragraph and jump right into the bullets.  
• Describe your achievements while in this position, and use action words like "created" and "implemented" instead of the passive "responsible for."  
• Do not just list your job duties or copy your job description  
• What did you do in the position that could benefit the company you're applying to in terms of making money, saving money, or saving time?  
• List any accomplishments that are most impressive and relevant first. If you have specific numbers to quantify your accomplishments, use them! Numbers are essential and jump out at the reader. You might have to do a little math to get numbers or percentages.  
• For example: Increased annual sales forecast by \$80,000 in the first year as manager. Paid annual administrative and secretarial support functions for a busy, 22-member doctor's office.

**EDUCATION**  
MASTER'S DEGREE  
Business Administration  
Your University  
2007 – 2009  
BACHELOR OF SCIENCE  
Business Management  
Your University  
2002 – 2006  
CERTIFICATION #1  
University/Company  
CERTIFICATION #2  
University/Company

GET TIPS. GET A TEMPLATE. GET LANDED.

GetLanded  
79,587 sales | 4.9 ★★★★★ (3,931 reviews)

Executive Resume Template for Word & Pages | One, Two and Three Page Resume Template | Professional CV Template | Simple Resume Template

**\$7.97**

✓ In stock  
Free Shipping

Buy it now

Add to cart

♥ Add to collection

Highlights  
Digital download  
Digital file type(s): 1 ZIP

<https://www.etsy.com/listing/221799335/>

The seller highlights the bonus resume writing guide included and uses excellent listing keywords such as Professional CV, Template for Word, ATS-Optimized, etc.

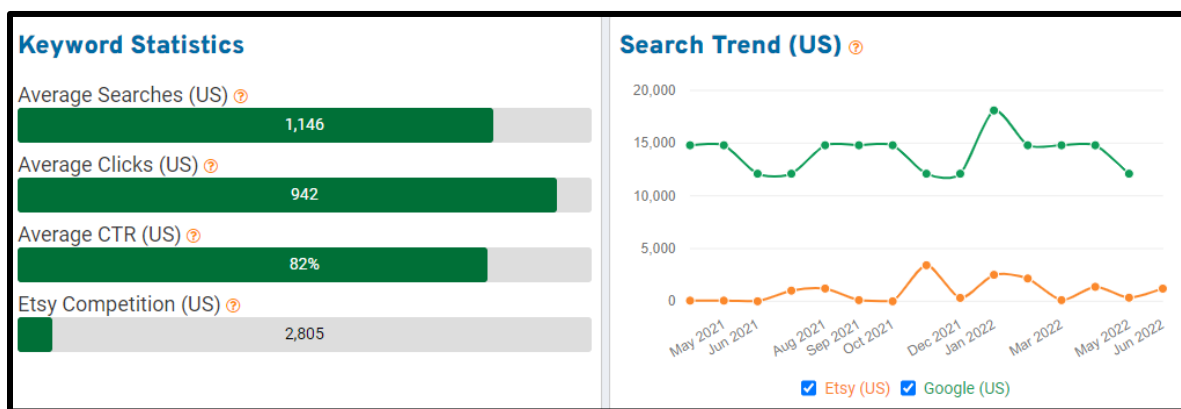
It comes with a 1, 2 and 3-page version as well as a cover letter template and reference list template. Everything is customizable and tips are provided right on the template. The seller has packed a lot of value into this product and the nearly 4,000 positive reviewers certainly agree.



## Nurse Resume

The last sub-niche we'll explore is that of resume templates specifically created for nurses. The nursing career field is extremely large and nurses are frequently moving between hospitals and health centers, to new specialties in medicine and into the travel nursing sector. They prefer resumes that are relevant to their experience and education in health care.

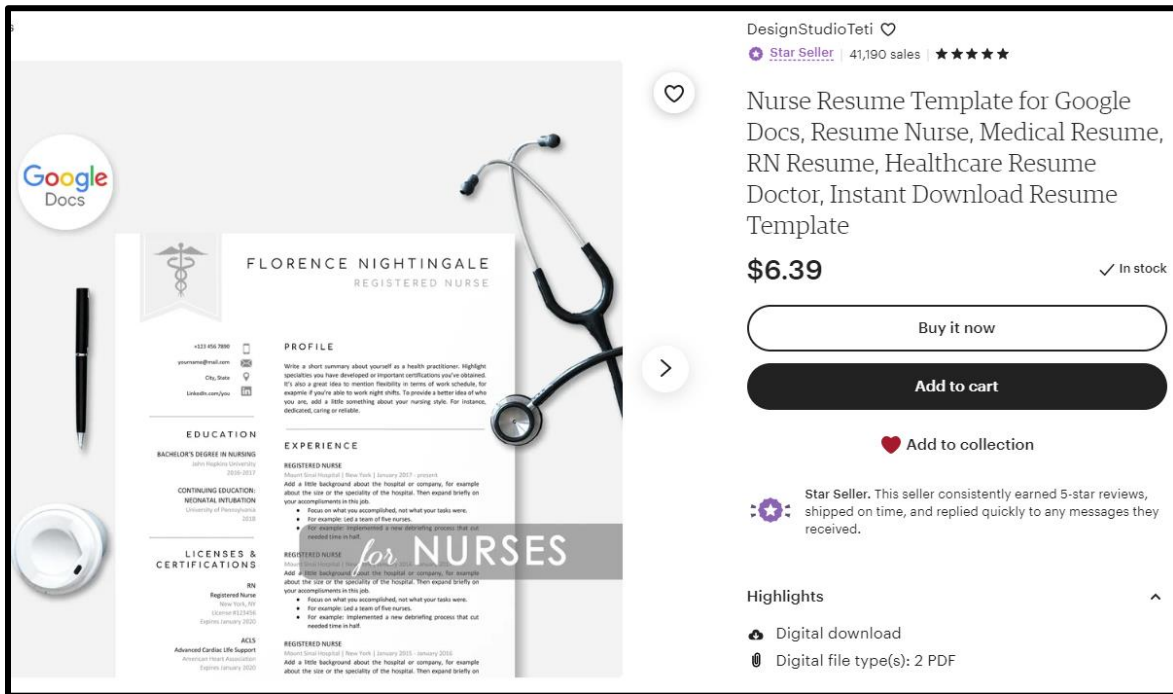
Here are the numbers for Nurse Resume:



<https://erank.com/keyword-tool/tags?keywords=nurse+resume&source=etsy>

Searches are good on Etsy and great on Google and somewhat steady throughout the year. You can see competition on Etsy is low as well...it's a good sub-niche to expand into.

The following example of a Nurse Resume is from Etsy seller DesignStudioTeti, a Star Seller with 41,000+ sales and a 5-star rating. They've really played up the nursing angle with everything from title keywords and the listing description to graphics in the listing photos.



<https://www.etsy.com/listing/611867754>

Features you'll need to include in a nurse-specific resume include sections for:

- Education
- Licenses
- Certifications
- Professional Development
- Clinical Skills
- Relevant Conferences or Clinic Rotations

The healthcare industry continues to grow and products marketed to healthcare professionals tend to sell well.

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# The Keywords That Will Make Your Product Stand Out!

After deciding which sub-niche you want to pursue, it's a good idea to compile a list of hot keywords. I've done this for you to ensure your listings are easily found by ready buyers and help your products stand out from competition.

**Your title and listing description play a huge role in bringing in traffic and thus increasing sales.**

These keywords are terms or phrases that successful Etsy sellers are using in their listings to draw in buyers. Consider using as wide a range of keywords as you can while still remaining relevant to your product.

- Resume Template
- Professional Resume
- CV Template
- Modern Resume
- Simple Resume
- Creative Resume
- Executive Resume
- Teacher Resume
- Nurse Resume
- Clean Resume
- C Level Resume
- Healthcare Resume
- CV With Photo
- Cover Letter
- References Template
- Resume Google Docs
- Resume With Photo
- One Page Resume
- Two Page Resume
- Three Page Resume
- Word Resume
- ATS Resume
- Customized Resume
- Resume Design
- Resume Template ATS
- ATS-Friendly Resume

The next few sections will provide you with free resources, tips, and tricks. I've also included bonus graphics and listing templates to give you a head start!

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# Free Content To Get You Started

**To get you started right away, I've curated a few great FREE resources that would be perfect to use for your resume template products. From fun images to gorgeous fonts, you'll find some really great options here.**

I've also included links to the licensing page for each of these resources so you can read the requirements yourself.

*Note: Free deals come and go, so check out these deals as soon as possible. If you wait, they may already be gone!*

- [Creative Market Freebies](#)
- [Creative Fabrica Freebies](#)
- [Deal Jumbo Freebies](#)
- For more graphic deals check out my curated collection of graphics, templates, and more at: <https://amyharrop.com/low-content/>

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# Tips, Tricks, and Tools

## 1. Use Social Media to Drive Traffic to Your Etsy Shop

Even if you're already using social media for marketing, you may be able to drive more traffic to your Etsy shop and increase your sales. Here are some pointers to help you make full use of your following to sell your products.

- **Create Professional Profiles** - The first step is one that many Etsy shop owners overlook. It's not ideal to market your Etsy shop from your personal social media accounts – at least not exclusively. You might have a large following, but you'll get better results, if you create professional profiles for your business.
- **Create Content to Appeal to Your Target Audience** - It can be tempting to share funny content that appeals to you on social media – and there's nothing wrong with doing that on your personal account. Your business account should be reserved for content that's specifically designed to highlight your expertise and entice people to buy your products.
- **Link to Your Shop** - Every social media site offers users the option of entering a URL – sometimes on the profile page, as on Instagram, and sometimes in individual posts. Whatever the options are, it's essential to take full advantage of them. You should also officially link your Etsy shop to your social media profiles.
- **Host a Social Media Giveaway** - Everybody loves a freebie and creating a social media contest is a fantastic way to encourage commenting, sharing, and shop visits! The key is to make traffic-building actions part of the requirement to enter. For example, you could tell people they'll get one entry for liking your post and one for commenting. These things both increase visibility and may help new customers learn about your shop.

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**2. Use the Right Tools** - There are lots of tools available to help you create digital resume templates. If you don't have Microsoft Word, you can also use Google Docs, available for free online. Since Google Docs is an online platform, you can use it from any computer and share it with anyone. You can sign up for a free Google Docs account [here](#).

You can also take a look at Canva. They have a huge library of images and templates you can use with their free account, and you can upgrade to get access to millions more.

You can register for a free Canva account [here](#).

### **3. Learn More About the Topic -**

If you'd like to learn a bit more about the differences between a resume and a CV, what's typically included in a cover letter vs a reference list, and gather other great information to include in your own bonus tips documents, here is a list of some great resources to check out:

1. [Internship and Career Center at UC Davis](#)
2. [Resume Vs CV – Article from Indeed](#)
3. [Key Elements of a Cover Letter – University of Washington](#)
4. [Supporting Documents for a Job Application](#)
5. [Application Tips – University of Nottingham](#)
6. [What to Put on a Resume](#)

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**4. For more in-depth training on tapping into endless FREE buyer traffic for your resume templates (and more!)...check out my [Easy Printable Traffic](#).**

Easy Printable Traffic is the complete solution for easy repeat content sales, for products that require little-to-no writing. Simply rinse and repeat on Etsy, Amazon, your own website, and more!

With this training course, you'll receive:

- An in-depth, 70-page guide to driving massive free and repeat buyer traffic to your printables, low content products, POD, and digital products.
- Detailed, done-for-you checklists that make every step as easy as 1-2-3.
- Easy-to-follow, over-the-shoulder videos showing you exactly what to do next.
- 150 easy-to-edit, custom-designed visual content traffic generators in 3 social media ready sizes, plus 50 blank background templates. All in PPT format
- BONUS: Hundreds of ready-to-post social quotes in dozens of niches make it easy to keep your social media traffic flowing.
- BONUS: This brand new top ten POD profitable products guide.

Easy Printable Traffic is a complete training and done-for-you traffic generation solution that gets you more FREE buyer traffic, fast. You can use this for printables like: journals, planners, one page printables, checklists, workbooks, worksheets, and much, much more!

**Check out Easy Printable Traffic [HERE](#) and jumpstart your traffic...and sales...today!**

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## **BONUS: DFY Templates in both Canva and PPT format**

- These templates are completely customizable.
- There are several different designs and each comes in two different sizes – the standard 8.5” x 11” and A4 (210mm x 297mm).
- I’ve included a range of resume templates. You’ll get two sizes of each:
  - Color Block on Left Resume
  - Simple Border Resume
  - Unusual/Colorful Resume
  - Large Photo on Left
- I’m also including cover letter templates. These include two different designs, each in the two different sizes – Standard and A4:
  - Basic/Minimalist Cover Letter
  - Colorful Cover Letter
- Everything is copyright-free so you can sell with confidence!

## **BONUS: Instant Listing Template Also Included**

List your product in marketplaces fast with the sample description and listing I’ve included; simply customize and upload. The listing template includes a detailed description, a “how to use” section and product specifications.

You’ll be creating your own resume templates in no time with the DFY templates provided and marketing will be simple with the Listing Templates.

To your success,

*Amy Harrop*