AGENCY CRUSADE

Quiet Inbox Pre-Flight Audit

For experienced professionals whose applications are stacking — and the replies aren't

What this is: A printable checklist and scorecard. One sitting. Diagnose why your current résumé gets skimmed past — without rewriting your whole career.

Free diagnostic · Not a webinar · Not a job guarantee

Support: info@agencycrusade.com

Why your inbox is quiet

If you have decades of real work behind you and your applications still land in silence, the break is usually **not** “you have no experience.”

It’s packaging.

Hiring managers and recruiters skim. In the first few seconds they decide whether you look like a fit for **this** role — or whether your document is noise. When the top of the page is vague, overloaded, or framed like a biography instead of a targeting tool, the rest of your career never gets a fair look.

Common packaging failures for mid/late-career résumés:

- **Top third** doesn’t name a clear role family or outcome.
- **Bullets** describe duties (“responsible for…”) instead of proof.
- **Floodlight** — every skill, tool, and decade equally bright, so nothing stands out.
- **Outdated framing** — objective statements, decade dumps, hero stacks that signal “past,” not “next.”

What this audit does

- Gives you a timed skim test and scorecards you can mark by hand.
- Helps you see floodlight vs spotlight on **your** current document.
- Points to three concrete next actions — not a full rewrite project.

What this audit does not do

- It does **not** rewrite your résumé for you.
- It does **not** promise interviews, offers, or a job.
- It is a diagnostic checklist — honest packaging hygiene only.

> **Keep your current résumé open (or printed) while you work through the next pages.** Score what you have now — not an idealized version.

The 60-second skim test

Most people never see their résumé the way a stranger does. This fixes that.

Instructions

1. Open your current résumé as a PDF (or print page 1).
2. Set a timer for **60 seconds**.
3. Skim only — no re-reading, no defending the document.
4. When the timer ends, answer the three questions below **from memory** if you can, then confirm on the page.

Mark what landed

1. What job would a stranger guess you want?

2. What proof stuck? (roles, metrics, decisions — write 1–3)

3. What's noise? (lines that ate time without proving fit)

Skim clarity — circle one

Clear target **Mixed / fuzzy** **Unclear**

> **Pass signal:** A peer who doesn't know your history can name the role family and at least one concrete proof point in under a minute.
> **Fail signal:** They say "senior person… lots of experience" — and nothing more specific.

Top-third scorecard

The top third of page 1 does most of the work: headline, summary, and the first three bullets under your most recent (or most relevant) role.

Check **yes** only if the item is true **on the document you're sending today**. Use the fix note line for what you'd change.

☐ **Headline names a clear role family** — not "Seasoned Professional," "Results-Driven Leader," or a laundry list of every title you've held.
Fix note: _____

☐ **Summary is 3–4 lines max, outcome-led** — who you help / what you deliver, not a career autobiography.
Fix note: _____

☐ **First 3 bullets show proof, not duties** — scope, decision, metric, or result a hiring manager can verify.
Fix note: _____

☐ **Dates and titles don't bury the reader** — layout lets the eye find role + timeframe without hunting.
Fix note: _____

☐ **No "responsible for…" opener** on those first three bullets.
Fix note: _____

Top-third score

Score: ___ / 5 5 = green · 3–4 = yellow · 0–2 = red (fix top third before applying more)

> If the top third fails, more applications with the same document usually multiply silence — not opportunity. Fix packaging before you widen the funnel.

Floodlight vs spotlight

Floodlight = every skill, every tool, every decade equally bright. The page looks “impressive” to you and unreadable to them.

Spotlight = 3–5 proof points that match the **job family you want next**. Everything else is supporting cast — or cut.

Exercise (10–15 minutes)

Step 1. List up to 8 “proud” bullets from your current résumé (or that you wish were on it):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Step 2. Circle the **3** a hiring manager for **your target role** would actually care about.

Step 3. Strike **2** that mainly stroke ego (impressive to you; irrelevant to that role).

Spotlight check — circle one

I can name 3 role-relevant proofs **I have proofs but they’re buried** **My list is still floodlight**

> Spotlight is not “hiding experience.” It’s **ordering** experience so the next role can see the signal. Twenty years of work still exists — it doesn’t all need equal wattage on page 1.

Age / “seasoned” packaging traps

This page is honest, not defeatist. Experience is an asset when it’s **framed** for the role you want next. These traps make strong careers look heavy, dated, or unfocused.

Trap list (check any that show up on your doc)

☐ Decade dumps — long chronological lists that bury recent, relevant proof

☐ Outdated tech / tools as the **hero** of the story (past stack > next role)

☐ Objective statements (“seeking a challenging position…”)

☐ Photo or personal fluff where it doesn’t help the hire decision

☐ Soft-skill filler (“team player,” “detail-oriented”) with no proof attached

☐ “Jack of all trades” headline that refuses to name a role family

Replace pattern: duty → proof

Rewrite one bullet using: **context** → **action/decision** → **result** (metric, scope, or clear outcome).

Before (duty)

Responsible for managing cross-functional projects and stakeholder communications.

After (proof)

Led 4 cross-functional launches (product + ops + vendor) on a shared roadmap; cut status-meeting load by consolidating updates into one weekly brief used by leadership.

Your rewrite pair

Before: _____

_____

After: _____

_____

Your pre-flight score + next actions

Combine what you marked earlier.

Skim clarity

Clear / Mixed / Unclear

Top-third score

___ / 5

Spotlight

3 clear proofs / Buried / Still floodlight

Rubric

Green

Clear skim + top third ≥ 4/5 + 3 spotlight proofs. Keep refining; don't flood the page again.

Yellow

Mixed skim or 3/5 top third. Fix headline + first 3 bullets before the next batch of applications.

Red

Unclear skim or ≤ 2/5. Pause mass apply. Repair packaging first — silence will otherwise repeat.

Three next actions (pick one today)

1. **Rewrite headline + first 3 bullets** (30–45 min) — role family + proof, no "responsible for."
2. **Cut floodlight to spotlight** — keep 3 role-relevant proofs on page 1; demote or cut ego lines.
3. **Re-run the skim test** with a peer or spouse — 60 seconds, no coaching mid-skim.

> When you're ready for the full fix system, we have the paid **Quiet-Inbox Kit for Experienced Professionals** — you'll hear about it by email after you've used this. This PDF stands alone as a diagnostic. No purchase required to get value from the checklist.

Disclaimer + contact

This Pre-Flight Audit is an educational packaging diagnostic. It is not career counseling, career coaching under a licensing regime, résumé writing services performed for you, or employment placement.

Agency Crusade does not guarantee interviews, offers, or a job. Outcomes depend on your market, timing, role fit, and how you apply what you learn. Honest diagnostics only — no fake testimonials, no inflated promises.

Use this checklist on documents you already control. You remain responsible for accuracy of claims on your résumé.

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Support: info@agencycrusade.com

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