

YOUR BRAND - YOUR VOICE



How to make yourself make sense

Making people easier to choose you

- A new perspective on how CVs shape credibility, choice, relevance and reputation.

By Fetze Weerstra - UniqueVoice

From clarity to confidence, from vision to reputation

- through one powerful story



UniqueVoice

How to make yourself make sense: making people easier to choose you

A CV is not just a summary of work history.

It is a reputation document that shapes how quickly others understand your relevance.

Most professionals still approach their CV as a record. A place to document roles, achievements, responsibilities and milestones. A timeline of what happened. Structured, complete and factually correct.

But that is no longer what a CV is required to do.

A strong CV does not exist to archive your past. It exists to shape how others **read your relevance in the present**. It is not simply a list of what you have done, but a strategic document that influences how quickly someone understands who you are, what you bring and why you make sense in this context.

That difference matters more than most people realise. Because in the moments that shape careers, decisions are rarely made on completeness. They are made on **clarity, credibility and fit**. Someone scans your profile and decides, often within seconds, whether you feel aligned with the level, challenge or environment they have in mind.

That is why a CV is no longer just a career document. It is a **reputation document**.

It condenses how your professional identity is understood in one decision-making moment. It shapes whether your experience feels coherent, whether your expertise lands at the right level and whether your next step feels logical. And this reaches beyond the CV itself.

One of the deeper truths behind professional positioning is that **everything you say, do and show contributes to how people place you in their minds**. The language you use, the examples you highlight, the order in which you tell your story, the level of detail you choose and even what you deliberately leave out all influence perception.

Your CV is the place where your reputation, credibility and ambition come together in a single, highly compressed format. With the aim to remove hesitation



A CV is a perception tool

Most people assume the strength of a CV lies in what it contains.

In reality, its strength lies in **how it is interpreted**.

That is a fundamental shift.

A CV is not powerful because it describes experience in detail, but because it helps the reader quickly understand the meaning of that experience. The real question is never whether your roles are impressive on paper. The real question is how effectively those roles are translated into perceived relevance.

Every line, every choice and every omission contributes to that perception.

A title can make you sound operational or strategic.

A result can feel isolated or deeply relevant.

A career move can read as fragmented or as part of a clear trajectory.

This is where most CVs lose power. They focus on information rather than interpretation.

But people do not choose information.

They choose what **makes sense**.

That is why the real work of a CV is to reduce the distance between what the market is looking for and what you are uniquely able to offer. The shorter that distance feels, the easier it becomes for someone to move forward with confidence.

This is what I mean by **making people easier to choose**.

A strong CV narrows the gap between demand and offer. Between the problem an organisation is trying to solve and the way your background, credibility and direction answer that need.

The best CVs do not simply explain your past.

They make your relevance **impossible to miss**.



A CV is narrative architecture

Most professionals think storytelling in a CV means making it sound more personal.

That is not what makes it powerful.

The real role of storytelling is not to turn a CV into a story. It is to create a **narrative logic** that makes your professional path feel coherent, credible and forward-moving.

A strong CV should answer an unspoken question in the reader's mind:

Why does this next step make sense?

That answer is rarely found in isolated roles or bullet points. It emerges from the architecture underneath the profile. The sequence of choices. The progression in complexity. The increasing level of ownership. The themes that continue to return. The kinds of challenges you repeatedly step into and solve.

This is what gives your profile a sense of inevitability.

Not inevitability in the sense of certainty, but in the sense that the reader feels: **of course this is the logical next move.**

That is the power of narrative architecture. It transforms a CV from a timeline into a trajectory.

It creates a red thread between previous experience and future relevance. It helps the reader understand not just where you have been, but how your background naturally supports what comes next.

This is especially important for executives, founders and senior professionals whose careers are rarely linear. The more diverse the path, the more essential the narrative layer becomes.

Without it, variety can feel fragmented.

With it, the same path becomes proof of range, adaptability and strategic growth.

This is why storytelling in a CV is not decorative.

It is structural.

It provides the logic that makes someone's next step feel aligned with who they have become.



A CV should close the gap between need and value

At its core, a CV has one essential job:

To reduce the gap between **what they need** and **what you bring**.

This is where many professionals unintentionally create friction.

They focus on showing everything they are capable of, rather than making visible what is most relevant to the challenge in front of them.

But relevance is not built through volume.

It is built through alignment.

A strong CV acts as a bridge between market demand and personal value. It translates your background into the language of the problem an organisation is trying to solve. It makes clear why your way of thinking, your type of leadership, your context and your track record directly connect to what is required now.

This is where positioning, reputation and storytelling come together.

The reader should not need to work hard to understand the match.

The match should already be visible.

That is what lowers the threshold for a decision.

It removes the cognitive effort required to connect the dots. Instead of making the reader interpret your relevance, the CV does that work upfront.

This is what makes someone easier to choose.

Not because the document says more, but because it says the **right things in the right order, with the right weight**.

The result is not simply a stronger CV.

It is a profile that feels more credible, more aligned and more commercially valuable in the market you want to move in.

Because the strongest professionals are rarely chosen for the longest list of experiences.

They are chosen because their value is **immediately understandable**.



AI is a tool, not a substitute

A CV is the visible layer of your professional brand

A CV never stands on its own.

It is one of the most visible layers of something much bigger: **your professional brand**.

The way people read your CV is rarely isolated from how they experience you elsewhere. Your LinkedIn profile, the way you introduce yourself, the stories you choose in interviews, the language you use in conversations, the clarity of your positioning and even the way others describe you all contribute to the same mental image.

That is why consistency matters.

A strong CV should not only make sense in isolation. It should reinforce the way you are seen across every meaningful touchpoint.

This is where many professionals unintentionally weaken their credibility. Their CV positions them as strategic, while their LinkedIn reads operational. Their experience suggests seniority, while their self-introduction sounds too broad. Their ambition points upward, while their narrative still frames them through previous roles.

The result is subtle, but powerful: **friction in perception**. And friction creates hesitation.

The strongest professionals are not always the most experienced. They are the ones whose **message, narrative and presence align across channels**. Their story feels coherent wherever they are encountered.

This is what turns a CV from a standalone document into part of a broader reputation architecture. It becomes one visible proof of the professional identity you are building in the market. And that is why the question is never just whether your CV is good.

The deeper question is whether it supports the way you want to be understood. Because ultimately, people do not choose documents. They choose what they believe about the person behind them.



Closing words

Make it easy to choose you

By now, one thing should be clear:

A strong CV is no longer about completeness.

It is about **clarity, perception and reduced hesitation.**

It is a reputation document, a narrative structure and a strategic bridge between what the market needs and what you are able to offer. It shapes how quickly someone understands your level, your credibility and the logic of your next step.

That is why the real work is not writing.

It is **making sense.**

Making your relevance immediately visible.

Making your trajectory feel coherent.

Making your next move feel logical.

Making the decision easier.

This is the work I do with professionals, founders, executives and senior leaders who know they are ready for more, but whose current profile does not yet reflect the level they are moving toward.

I do not simply improve CVs. I help professionals **become easier to choose.**

By translating experience into positioning, ambition into narrative logic and professional identity into a reputation document that aligns with the market they want to operate in.

Because in the end, the strongest profiles are not the ones that say the most. They are the ones that make the most sense.

Make it easy to choose you.

Fetze

UniqueVoice

Brand clarity & strategic storytelling for professionals who want to be seen as they are meant to be seen.



What this means for you

If your current CV:

- still reads as a summary of your past
- undersells your actual level
- lacks a clear narrative or positioning
- does not reflect the environments you want to move into

then you are likely being read **below your potential.**

Not because you are not ready,

but because your positioning does not yet make that visible.

This is where I come in

I do not rewrite CVs.

I **reposition professionals.**

That means we do not start with your experience,

but with your direction.

We define:

- how you should be read
- what problems you are positioned to solve
- what level and context you belong in

And from there, we build a CV that:

- aligns with your ambition
- reflects your actual level
- creates clarity for decision-makers
- lowers the threshold for others to choose you

What you receive

A CV that is not just cleaner or more professional,

but **strategically positioned.**



A document that:

- communicates your value within seconds
- presents a coherent narrative
- aligns with your next step
- supports how you want to be perceived in the market

This is not about formatting. This is about **how you are understood**.

For whom this is relevant

This is designed for professionals who:

- are ready for a next step but are not yet seen that way
- operate at a higher level than their CV suggests
- want to move into more strategic, senior or impactful roles
- understand that positioning is not optional

Executives, entrepreneurs, senior managers and ambitious professionals who know that **how you are presented determines what you are considered for**.

An investment in positioning

A strong CV is not a cost. It is an investment in:

- how you are perceived
- the opportunities you access
- the level at which you enter conversations

Because the right positioning does not just improve your chances.

It changes the **type of opportunities** you are considered for.



If this resonates

If you recognise yourself in this,
and you want your CV to reflect the level you are ready for,
then I invite you to take the next step.

We start with a focused intake,
followed by a strategic translation of your profile
into a CV that aligns with your direction.

Final thought

You do not need a better CV.
You need a CV that makes it **easy for others to choose you**.

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Appendix

15 principles behind a CV that works

Most of these are not things you can “fix” in isolation.

They require a different way of thinking about how you present yourself.

1. **A strong CV does not explain where you have been, but why you are relevant now.**
2. **It does not start with experience, but with positioning.**
3. **Within seconds, it should make clear who you are, what you bring and why you fit.**
4. **It focuses less on tasks and more on what improved because of you.**
5. **It reads as a trajectory, not as a list of roles.**
6. **It is shaped by selection, not by completeness.**
7. **Experience only gains weight when placed in the right context.**
8. **Language should elevate your level, not reduce it.**
9. **Results serve as proof of relevance, not as isolated achievements.**
10. **It translates roles into the challenges you are equipped to solve.**
11. **It shows how you create value through others, not only through individual output.**
12. **It makes visible the influence you had on direction, pace, quality or alignment.**
13. **It creates clarity through structure, not noise through detail.**
14. **It is part of your personal brand, not a standalone document.**
15. **Every line should lower the threshold for someone to choose you.**

Closing note

Reading this will likely change how you look at your CV.

Applying it correctly is something else entirely.

Because a strong CV is not the result of better wording,
but of **clearer thinking, sharper positioning and intentional choices.**



**“Most CVs describe
the past.
The strongest ones
make the future
make sense.”**

Fetze Weerstra
UniqueVoice

