

RESUME WRITING

How to Knock Their Socks Off

RESEARCH SHOWS

- Only one interview is granted for every 200 resumes
- Resume will be quickly scanned, rather than read
- Ten to 20 seconds is all the time you have
- As a result, the top half of the first page of your resume will either make you or break you
- Your resume is an ad

FOCUS ON THE EMPLOYER'S NEEDS, NOT YOURS

- Imagine that you are the person doing the hiring
- The hiring decision is also the person who is responsible for the bottom-line productivity of the project or group you hope to join
- Write your resume to appeal directly to them
- Ask yourself: What would make someone the perfect candidate?

A GREAT RESUME HAS THE FOLLOWING

- Assertions about your abilities, qualities and achievements
- Powerful, but honest
- You back up your assertions with evidence

THE OBJECTIVE

- Conveying why you are the perfect candidate for one specific job
- Good advertising is directed toward a very specific target audience
- You want to focus your resume

VARIOUS JOB OBJECTIVES

- You have to generate interest right away
- Applying for several different positions, you should adapt your resume to each one
- You may even want to change some parts of your resume for each job you apply for
- If you are making a career change or have a limited work history, you want the employer to immediately focus on where you are going, rather than where you have been

THE SUMMARY

- The most important qualities, achievements and abilities you have to offer
- The most compelling demonstrations of why they should hire you
- It is your one and only chance to attract and hold their attention
- This is the spiciest part of the resume
- Include professional characteristics

SUMMARY EXAMPLES

- Especially skilled at building effective, productive working relationships with clients and staff. Excellent management, negotiation and public relations skills. Seeking a challenging management position in the real estate field that offers extensive contact with the public.
- Over 10 years as an organizational catalyst/training design consultant with a track record of producing extraordinary results for more than 20 national and community based organizations. A commitment to human development and community service. Energetic self-starter with excellent analytical, organizational, and creative skills.

SKILLS & ACCOMPLISHMENTS

- Put your skills and accomplishments in order of importance for the desired career goal
- Various ways to structure:
 - A listing of skills or accomplishments or a combination of both, with bullets
 - A listing of major skill headings with accomplishments under each
 - A list of bulleted accomplishments or skill paragraphs under each job