

RESUME WRITING TIPS

Tip 1 - Use Titles or Headings That Match The Jobs You Want

With employers receiving hundreds of resumes you must make sure that your resume hooks an employer's attention within a 5-second glance. A great way to do this is to use job titles and skill headings that relate to and match the jobs you want. For example, compare the headings Roger used in his before resume to the headings used in his after resume.

Tip 2 - Use Design That Grabs Attention

Employers make snap judgments when glancing at your resume. If they see unrelated job titles or skills the likelihood is very high that they will make an immediate assumption that you are not qualified for the job you want. Adding to this problem is the fact that employers don't have the time to read through each of your job descriptions to determine if you have the skills they need.

You Must Do That For Them! The design of your resume must highlight the most important information about your work experience, skills and education. At first glance this information forms the image that employers have of your skills and abilities.

Tip 3 - Create Content That Sells

Resume design should get attention but it's really the content of your resume, the descriptions you include of your skills and abilities, that determine how many interviews you generate--as well as the level of salary offers you receive. Compare the before and after statements from Roger's resume shown below:

Tip 4 - Quantify and Use Power Words

Using numbers to describe your achievements and responsibilities can greatly expand and elevate your image. Using numbers and quantifying creates vivid images in our mind when we read them, whereas general statements like the before examples are easy to skip over or forget. Typically the more specific you can be in describing your duties the better.

Another strategy that is extremely important in controlling the image that employers develop about you--is to use Power Words or verbs that match the level of position you want. For example,

Tip 5 - Analyze Ads and Job Descriptions to Identify Key Words

Learning how to analyze the key words that employers provide in help wanted ads and job descriptions are key elements in creating powerful resumes.

Tip 6 - Identify and Solve Employer's Hidden Needs

In addition to the skills or needs listed in the ad shown above, the employer will have many more needs that can be included in a resume and cover letter that can attract a potential employer.

Tip 7 - Sell the Benefits of Your Skills

Most resumes provide a list of duties that each applicant has been responsible for--without explaining the benefit of those skills to employers. Be sure to:

Sell The Benefits of Your Skills

Tip 8 - Create An Image That Matches The Salary You Want

As you write your resume, keep in mind the level of job and salary you want. Be sure to create an image that presents you at the appropriate level. I was appalled when she shared the resume she had been counseled to create. It began with this statement:

Tip 9 - Prioritize the Content of Your Resume

Another big mistake that job seekers make is to list very important data in the lower sections of their job descriptions. As you compile statements for your resume, prioritize them by importance, impressiveness and relevance to the job you want. Remember that a strong statement which uses power words and quantifies will affect every statement under it.

Tip 10 - Tweak and Target Your Resumes and Cover Letters

You will generate many more interviews by tweaking your resume and cover letter so that they address the specific skills each employer requests.