

ROCK YOUR RESUME



INSIDE SECRETS
TO THE PERFECT
RESUME.

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1. Welcome

Dear Reader,

“One brilliantly worded resume can change your life overnight!”

A great resume is the foundation of every successful job search. More than anything else, your resume determines your professional success.

If your resume works, you work. If it doesn't, you don't. We see many resumes that are so badly written that they prevent good people from getting their dream job. We don't want this to happen to you.

So what makes a resume work?

Your resume works when it focuses on the customer's (the employer's) needs. The most productive resumes start with a clear focus on the requirements of the job and what the employer wants. Speak to your customer. Say the words they want to hear. Show them you can solve their problems – and they'll be calling you for an interview.

How will MyResume help you?

This eBook, together with your [MyResume](#) Report will show you how to create an outstanding resume and cover letter that get results. They'll help you focus on your unique strengths and talents, your core competencies and how to showcase your achievements to impress any employer.

Our job is to give you the tools and inside secrets to make your resume rock! It's not that hard to do, but there are certain rules that apply and we'll show you all of them.

Good luck with your resume. I wish you great success in your job search.

Warm regards,

Nathan Chanesman
Author & CEO
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About the Author

Dedicated to helping people reach their potential **Nathan Chanesman** is a leading expert on career management and personality styles. He is Founder and CEO of **Myprofile Pty Ltd**, owner of [MyCareerMatch](#), [Job Profile](#) and [MyResume](#). For more than 10 years, MyProfile has earned a reputation as an industry leader in online assessments helping students and job seekers achieve their career ambitions and companies find candidates with talent. Myprofile assessments are used by thousands of Recruitment Consultants, Employers, HR Managers, Job Services Providers, Careers Advisers, Schools, Colleges and Universities – worldwide.

Nathan is the author of several books including 'Take Control of Your Career ... Get the Right Job For You'; 'Whatever I do - I'm Gonna ROCK! Career Pathways for Students'; 'Rock! Your Resume ... Inside Secrets to the Perfect Resume'; and 'Introduction to Personality and Behavioural Analysis Training Programs'. His audio CDs include "What is the Perfect Career for You?"; 'Discover your Unique Personality Style'; and 'Learn the Psychology of Selling More'.

2. Let's Rock Your Resume!

Are you ready to write a resume that rocks? OK, let's get started.

Congratulations! You've just landed a job in advertising

Here's your first assignment. You have been asked to write an advertisement for a product and the product is YOU. You must write a promotional piece (your resume) that follows the AIDA principle. (AIDA stands for **A**ttention, **I**nterest, **D**esire, and **A**ction).

Your resume and cover letters must follow this successful formula:

- Get **Attention**
- Capture **Interest**
- Create **Desire**
- Call to **Action**

Your resume should highlight what your employer will find most important: any top skills and abilities you may possess, your best attributes and accomplishments that will contribute to the job, and what makes you unique and best suited for the job.

Using the AIDA principle, write a resume that

- Grabs the attention of the reader (**ATTENTION**)
- Persuades the recruiter or employer you are the best person for the job (**INTEREST**)
- Advertises your skills and achievements (**MORE INTEREST**)
- Closely matches the skills the job requires (**DESIRE**)
- Lands you an interview (**ACTION**)

A great resume doesn't just tell employers what you have done but makes the same assertion that all good ads do: if you buy this product, you will get these specific, direct benefits. It presents you in the best light. It convinces the employer that you have what it takes to be successful in this new position.

The secret to writing a great ad is to follow this proven advertising principle – it's also the magic of all great resumes and cover letters.

It's Not About You!

That seems counter-intuitive, right? If it's your resume, it must be about you. But actually, that's the wrong focus.

Your goal is to make an employer want to talk to you. In order to do that, you have to focus on his or her needs, rather than your own. That means that the whole focus of your resume changes from 'explaining what I have done' to 'showing how I can add value in my new position'.

In other words, you take the focus off yourself and place it onto the employer.

Companies hire to meet a need. To write an effective resume, you must understand what that need is and then address it.

"Advertising says to people 'Here's what we've got. Here's what it will do for you. Here's how to get it.'" Leo Burnett, Advertising Executive

2. Let's Rock Your Resume!

Here are 7 Top Tips from the professionals that will make your resume rock.

1. Stop 'telling' and start 'selling'!

When presenting a resume to a prospective employer, you are essentially **selling yourself**. This includes not only selling your qualifications and abilities relevant to the job you are seeking, but also selling your character, personality, and what makes you unique.

Your resume should highlight what your employer will find most important: any top skills and abilities you may possess, your best attributes and characteristics that will contribute to the job, and what makes you unique and best suited for the job.

2. Get noticed with keywords

Make each resume and cover letter 'job specific'. Identify the key words of the job and then weave those words throughout your resume. Key words help an employer quickly determine that you are a good match for the job. They make you stand out and get noticed.

Whether your resume is scanned by software or visually, employers look for key words that link your capabilities to those required by the job. Key words are found in the job ad, in job descriptions, on the employer's website and in industry publications.

3. Make it rock with a dynamic personal profile

Like the trailer to your movie, the top one-third of your first page is where you write a dynamic Personal Profile about yourself and the benefits you bring to the job (one paragraph). This consists of several concise statements that highlight the most compelling demonstrations of why an employer should hire you.

Then list your key competencies (about 6-8 relevant bullet points) that highlight your greatest strengths and confirm your suitability for the job. (Use key words). See [Personal Profile examples on page 26](#).

4. Make an impact with action words

Use action words that convey participation, involvement and accomplishment. They have a strong impact on the reader. Powerful action words make your resume more distinctive, creating a dynamic picture of your abilities and skills. See [a list of the best Action Words on page 19](#).

5. Include accomplishments... what have you done; what can you do?

On any major job board, 95% of all resumes lack accomplishments. These all-important statements allow employers to visualise your contribution to their organisation. Accomplishments motivate employers to call you. An easy way to approach this is to ask "So what" after each statement and then add facts/achievements/benefits to support it.

2. Let's Rock Your Resume!

6. Always include a cover letter

Your cover letter is a critical companion piece to your resume. It's your sales pitch. Many employers and recruiters will simply toss your resume if there is no cover letter or it doesn't immediately pique their interest! You should create a cover letter template that can easily be modified for different job applications.

Each job application must have a tailored cover letter that tells employers why you are the best person for the job.

7. Proofread and check

Many recruiters tell us that mistakes on a resume can easily disqualify a candidate. Your resume is your marketing tool. So, proofread it to perfection to get the job. Print it out to make it easier to proofread. Check dates of all prior employment. Check your address and phone number - are they still current and correct?

Proofread it several times and give it to a friend or colleague to review as well. The same applies to your cover letter.

3. Know Yourself and What You Have to Offer

It's the secret to your success

Jobs that match your personality style make the best use of your natural gifts and talents and will give you the greatest happiness in your life. Knowing your personality style gives you a distinct advantage when deciding on a profession or career path for your future.

Your [MyResume](#) Report indicates you are one of four personality styles (**Driver, Promoter, Supporter or Analyser** - or a combination of these). When blended together in varying percentages, these four personality styles make us who we are. There are 16 combinations of these four basic styles.

The four personality styles in the workplace

All work-types can be distilled into four groups.

1. **The Creator or Strategist.** These are the people who have vision, who look ahead. People in these jobs do everything from developing new products, to coming up with new ideas. They see opportunities before everyone else. MyResume calls these creative people - **Promoters**.
2. **The Entrepreneur or Builder.** They take an idea and turn it into reality. They are persuasive, often pushy risk-takers who are prepared to face insurmountable odds to achieve their goals. MyResume calls these results-oriented people – **Drivers**
3. **The Improver or Organiser.** These people run the day to day business. Their focus is on upgrading and improving processes and people that deliver goods and services. They manage people and resources. They see ways of doing things more efficiently and effectively. MyResume calls these people – **Supporters**.
4. **The Producer or Technician.** These people produce high quality work to sustain a business. Their focus is on procedures and systems, using their skills and technical expertise. These people run equipment, administer processes, analyse results and control quality. MyResume calls these detailed and process driven people – **Analysers**.

Are you good with people or tasks?

In studying 'personality' the first factor to look at is - What **ATTRACTS** you? We each have an internal magnet. It's attracted to either **people** or **tasks**. Some people need **people** around them; it energizes them, stimulates and excites them. They are great at jobs that require them to use their people skills. They inspire and motivate others, and work better surrounded by people and noise. They trust their own intuition and are persuaded by an emotional argument. These personality styles tend to be **good with people**.

Those people, whose magnet is attracted to **tasks**, have their energy drained by being around people; they enjoy their own company, and prefer to work alone on detailed tasks. These people rely on fact and logic. They are persuaded by rational arguments, and emotion does not play a big part in their decision making. These personality styles are **good with tasks and information**.

How fast do you go?

The other factor that determines our personality style is our **internal motor**, or the speed at which we do things. This relates to how FAST people do things. Some of us are **dynamic** and move at a rapid pace. We are outgoing and do things quickly. We want things done now – we make decisions quickly, we fall in love quickly, we shop quickly and so on. We like variety, action and adventure.

Others are **conservative** and work at a much **slower pace**. We also want to get things done, but done correctly and in a considered manner. We decide slower, we are more cautious, we don't take risks and we are discerning. We are not impulsive, we are reserved. We see no need to rush and we prefer the steady approach to completing tasks. We are organised and prepared.

4. What is the Perfect Career for You?

“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment”. Ralph Waldo Emerson

The relationship between personality style and the job is critical to your career success. The closer your talents match the job the better you will perform so when you're in a job that utilises your strongest talents, you're more likely to succeed.

When your strengths match the job it's a 'good fit'. The trick is to discover your 'right fit' early in your career.

In our research, we've found that certain personality styles tend to gravitate to certain jobs. That's because each job has a "behavioural or personality profile" of its own. The closer a person's style matches the job they are required to do, the happier, more productive and less stressed they will be.

The career path that best matches the DRIVER style

For Drivers the ideal career is where they can make decisions, set goals and measure results. Drivers are task oriented.

Drivers enjoy power, control and independence. They are quick, decisive and are natural born leaders. They function best when carrying out responsibilities with authority. They don't like too much detail and are big picture people.

Drivers are comfortable with change and accept responsibility for their actions. They are very much bottom line results oriented people. Drivers are more task and information driven and their people skills are not the greatest. They are rational decision makers where emotion is not a factor. They are also very creative people.

Suggested careers that best suit Drivers are:

Business, Executives, Managers, Entrepreneurs, Administrators, Sales, Marketing, Recruiters, Logistics, Media Planners/Buyers, Producers, Project Management, Chefs, Finance, Financial Planning, Brokers, Venture Capitalists, Mergers & Acquisitions, Consulting (Business Consultant, Management Consultant), Professional, Medical, Law, Technology, Planning & Development, Arts, Politics, Scientific, Trades, Sports, Coaching, Pilots, Engineers,

Careers in Business

Drivers are perfect for business-related endeavours. (Business owners, entrepreneurs, managers, leaders or directors). They have the personality to start their own business, but may also thrive in settings where competition is keen – such as large, well established organisations.

Careers in sales & marketing would appeal to Drivers. Of course, depending on their particular skills and educational background, Drivers may be a good fit for politics, the police or military, legal professions and advertising.

Practical or mechanical careers

These occupations involve working with things, using the hands, or special tools or equipment. Activities include practical and physical tasks, which may require an understanding of how equipment or machinery works.

Creative, recreational or artistic careers

These occupations involve working with ideas to creatively express, present or perform them. An appreciation of design, style, form, beauty or related concepts used to develop or interpret an idea is important. Activities include writing, painting, singing, dancing, decorating, designing and performing. Also careers involving sport, leisure or the environment.

4. What is the Perfect Career for You?

The career path that best matches the PROMOTER style

For Promoters the ideal career involves people.

Promoters are outgoing extroverts who enjoy the company of others. They have a gift for working with people and forming positive working relationships. They are optimistic and have excellent communication skills.

Promoters are influential, highly intuitive and sensitive to others. They are creative and have an ability to communicate and persuade others. They enjoy working with people, motivating, representing, lobbying and influencing others. Promoters move at a fast pace so enjoy jobs with variety, travel and where they don't have to sit behind a desk for too long.

Suggested careers that best suit Promoters are:

Advertising, Communication, Journalist, Broadcasters, Writers, Fund Raisers, Recruiters, Politicians, Editors, Graphic Artists, Copy Writers, Psychologist, Facilitators, Career Counseling, Clergy, Education, Teaching, Child Welfare, Community Services, Public Health, Sociologist, Human Services, Recruitment, Sales Training, Sales & Sales Management, Team Trainers, Labour Relations, Talent Directors, Special Event Planners, Travel Agents, Public Relations, HealthCare, Consulting, Creative, Marketing, Planning, Service, Customer Relations, Planning, Merchandising.

Persuading or service careers

These occupations involve working with people to sell, motivate, or influence them. Activities including selling, promoting or providing goods or services, lobbying, or presenting a point of view. Careers in sales, promotions, communication, events, or public relations would be suitable, so would careers in recruitment, entertainment or politics.

Helping or advising people

These occupations involve working with people to help, inform, teach or treat them. Activities include discussing personal issues, listening to people's problems and providing advice, instruction, information or treatment to meet their needs. Careers in consulting, coaching and training would appeal to Promoters.

Creative or artistic careers

These occupations involve an appreciation of design and related concepts used to develop or interpret an idea. Activities such as publishing, designing and decorating, or a career in the Arts, would be ideal.

4. What is the Perfect Career for You?

The career path that best matches the SUPPORTER style

For Supporters the ideal jobs are those that involve people, service and information.

Supporters are easy going people who enjoy working in a secure team environment that requires repetitive tasks or processes. They enjoy following routines and instructions and have a natural inclination to help others solve problems.

Supporters are naturally cautious and function best in a stable non confrontational environment. They are dependable, loyal and patient, and want to help others. Supporters have a great talent for logistics that is supplies, schedules, distribution and similar tasks. They keep the world running. They enjoy working with people and managing operations. They excel at providing their company with goods and services and seeing to the health and welfare of employees and family.

Suggested careers that best suit Supporters are:

Artists, Healthcare, Dental, Opticians, Nursing, Therapist, Vets, Scientists, Technicians, Pharmaceutical, Service, Administrative and accounts, Retail, Interior Decorators, Musicians, Social Services, Librarians, Social Workers, Child Care, Specialist Teachers, Guidance Counseling, Horticultural, Florists, Secretarial, Clerical, Book Keeping, Telemarketing, Religion, Organizational Development, Human Resources, Project Management, Counseling, Education.

Organising or administrative careers

These occupations involve working with data to order, process or retrieve facts and figures, or to develop or administer policies and procedures. Activities include organising, using or updating information (such as files or accounts), developing or following procedures or systems, and the planning, budgeting and staffing of an organisation. Careers in administration, human resources, retail and secretarial would be ideal.

Helping or advising

These occupations involve working with people to help, inform, teach or treat them. Activities include discussing personal issues, listening to people's problems and providing advice, instruction, information or treatment to meet their needs. Teaching, social services, childcare, and healthcare would suit a Supporter.

Careers in nature or recreation

These occupations involve working with things in the natural world, such as conservation, handling animals, horticultural or veterinary care. Activities include growing and caring for living things, or an involvement with sport, leisure or the environment.

4. What is the Perfect Career for You?

The career path that best matches the ANALYSER style

For Analysers the ideal jobs are those involving details, facts and information and less to do with people.

Analysers are no nonsense people who are naturally inclined to gather information. They are detail oriented who don't mind working by themselves. They enjoy the challenge of collecting facts and details and providing precise evaluations and reports.

Analysers are competent administrators who follow procedures in a conscientious and conservative manner.

Suggested careers that best suit Analysers are:

Finance, Accountants, Tax Advisers, Economist, Investment Banking, Financial Planners, Research, Technology, Designers, Engineering, IT, Software, Systems Analysts, Programmers, Computer Engineers, Security, Mechanics, Education, Mathematicians, Academics, Teachers, Scientists, Healthcare, Medical, Dental, Creative, Writers, Artists, Musicians, Architects, Builders, Electricians, Law, Police & Agriculture.

Organising or financial careers

These occupations involve working with data and processing, information technology, or developing and administering policies and procedures. Activities include organising, using or updating information (such as files or accounts), instigating or following procedures or systems, and the planning, budgeting and staffing of a corporation. Finance, banking, architecture, engineering, and IT would appeal to Analysers.

Analytical or scientific careers

These occupations involve working with ideas to investigate or seek solutions to scientific, technical, social or other issues. Activities include observing, researching, analysing and interpreting results. The ability to develop theories, apply logic and explore abstract ideas in a specialist area of knowledge is important. Careers in research, medicine, and education would be ideal.

Practical or mechanical careers

These occupations involve working with things, using the hands, or special tools or equipment to make, fix, install or adjust them. Activities include practical and physical tasks, which may require an understanding of how equipment or machinery works.

In addition to being analytical and practical, Analysers are also creative and artistic, and careers in design, the arts, and literature are also most suited.

5. Build Your Career Brand

Branding will set you apart

The management guru Tom Peters says *“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are the CEOs of our own companies: Me, Inc.”*

Branding is your reputation. Branding is about building a name for yourself, showcasing what sets you apart from others, and describing the added value you bring to a job.

Most students and job-seekers are not proactive in establishing and building their career brand, letting their actions speak for them when seeking promotions or new jobs. But why not take the time to master some very basic skills that can help build your career brand and make you a much more attractive employee or job-seeker?

Here are five easy steps for building your career brand.

1. Gain experience/track accomplishments

Building your brand begins with tracking your past accomplishments and gaining strategically important new experiences. Your accomplishments are the foundation of your career brand.

But before you seek out new work, take the time to plan and focus on what you want your brand to stand for and develop a strategy for gaining experience in areas of your brand in which you are weak.

So, besides doing your job, ask for new and challenging assignments that will build your brand. Consider freelancing or consulting. Use volunteering to gain experience. If you're a student, seek out multiple internships or holiday work. Talk to as many people as possible in your area of interest.

2. Complete education/training

For many careers, a minimum amount of education is necessary, but to excel in your career you may need to complete additional education, training, or certifications. Getting additional education can greatly enhance your career brand.

It may be hard in terms of time and finances, but find a way to do it. Some employers even offer an educational reimbursement benefit.

If you are unsure if you need more education, seek out a mentor for advice – someone highly respected in your field, who has branded himself or herself well. You'll be surprised with the positive responses you'll get to your requests for help.

3. Promote yourself

You can have an amazing brand, but if no one knows about it, you are not going to have much success with your career development. And no one more than you has more reasons to promote your brand. Throw modesty out the window. There is a fine line between bragging and promoting – and you need to learn it – but it's always better to err on the side of promoting your brand than not.

One of the oldest tools of promotion for job-seekers is the resume, and you certainly need to start there by listing all your key accomplishments, skills, and education on your resume. You will also have your positioning statement (qualifications summary) on your resume – but don't stop there.

Begin developing two career portfolios – a print one and an online one. If you don't have a personal website, now is the time to buy a domain (such as myname.com) and let the world read all about the benefits of your brand. Your portfolio should include all important brand artifacts: resume(s), mission statement, detailed accomplishments list, samples of work, articles and working papers, speech transcripts, awards and honours, testimonials and more.

5. Build Your Career Brand

One interesting trend is employers “Googling” the names of prospective job-seekers – typing each name into one or more Internet search engines, and basing initial candidate screening decisions partly on the number (and quality) of hits for each job-seeker. The lesson is, your brand needs to have a strong online presence.

And finally, don't forget to promote your brand on the job. Workers often assume the boss knows your accomplishments, but often times he/she does not. Certainly at review time, have a list of all you have achieved since your last review, but also consider finding ways to let the boss know your successes throughout the year.

4. Become an expert

Nothing builds credibility in a career brand more than establishing yourself as an expert in your field. Even if you're starting out, you can improve your knowledge about the things you are passionate about.

Start by writing articles that showcase your knowledge – and getting them published (ideally) in noteworthy media outlets. Consider self-publishing. Start a blog about your interests or experiences (The film *Julie & Julia* is an excellent example of a young person fulfilling their dreams by establishing a blog).

Seek out conferences and meetings where you can give speeches and presentations. Play up awards and other recognition that can help label you an expert. Get quoted by offering your thoughts, ideas, and opinions to journalists and reporters. You're never too young to have an opinion that matters!

Consider constructing a professional website where you can publish all your articles and blogs.

5. Build relationships

Nothing in marketing is more powerful than a promotion tool called word-of-mouth, which can be defined as what people say about you.

Thus, nothing is more powerful in building your career brand than what your network of contacts – your friends, colleagues, customers, clients and former bosses – say about you and your set of skills, education and accomplishments.

And keeping your network strong involves nothing more than relationship building. Keep in good contact with your network and be sure they know of your most recent successes. Don't be shy!

But the best brand-builders don't stop with their current network; these folks are in constant network-building mode. Search out new professional associations as well as the growing number of online networking communities such as LinkedIn, Facebook and Twitter.

"A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures" - Michael Eisner, CEO Disney

6. Identify Your Employability Skills

Employability Skills

Employability skills, sometimes referred to as transferable skills or key competencies, are highly valued by employers and are the key personal skills you need to succeed in the workplace. Decide which skills are most relevant to you and the job you are applying for. We've included examples describing each skill and you can adapt these examples for your resumes, cover letters and interview talking points.

Communications Skills

By far, the one skill mentioned most often by employers is the ability to listen, write, and speak effectively. Successful communication is critical in business... *"Exceptional listener and communicator who effectively conveys information verbally and in writing".*

Problem-Solving Skills

Involves the ability to find solutions to problems using your creativity, reasoning, and past experiences along with the available information and resources. *"Innovative problem-solver who can generate workable solutions and resolve complaints", or "innovative problem solver who can always find workable solutions.."*

Teamwork

Because so many jobs involve working in one or more work-groups, you must have the ability to work with others in a professional manner while attempting to achieve a common goal. *"Resourceful team player who excels at building trusting relationships with customers and colleagues".*

Initiative & Enterprise

This involves being able to see innovative ways of doing things, seizing opportunities, and taking initiative. It's your ability to translate ideas into action and initiate solutions. *"Independent enterprising able to see opportunities and use own initiative to get the work done".*

Self Management

This is the ability to take responsibility for your own actions and career direction; to be able to plan ahead and use time and resources effectively. It's also managing work and work relationships. *"Highly motivated self-starter who can take responsibility, articulate ideas and plan ahead to achieve results".*

Planning & Organisational Skills

Deals with your ability to design, plan, organise, and implement projects and tasks within an allotted timeframe. Also involves goal-setting. *"Results-driven achiever with exceptional planning and organisational skills, along with a high degree of detail orientation".*

Willingness to Learn

This skill refers to your ability to manage and expand your own knowledge and skill set. It also refers to your ability to learn new workplace skills. *"Enthusiasm for ongoing learning and self improvement. Open to new ideas and prepared to invest time and effort into learning new skills".*

Computer & Technical Skills

Almost all jobs now require some basic understanding of computer hardware and software, especially word processing, spreadsheets, and email. *"Computer-literate performer with extensive software proficiency covering wide variety of application". Or "Computer literate with extensive knowledge of a wide variety of software applications and social media".*

Analytical/Research Skills

Deals with your ability to assess a situation, seek multiple perspectives, gather more information if necessary, and identify key issues that need to be addressed. *"Highly analytical thinking with demonstrated talent for identifying, scrutinizing, improving, and streamlining complex work processes".*

6. Identify Your Employability Skills

Flexibility/Adaptability/Managing Multiple Priorities

Deals with your ability to manage multiple assignments and tasks, set priorities, and adapt to changing conditions and work assignments. *"Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects"*

Interpersonal Abilities

The ability to relate to your co-workers, inspire others to participate, and mitigate conflict with co-workers is essential given the amount of time spent at work each day. *"Proven relationship-builder with unsurpassed interpersonal skills"*.

Leadership/Management Skills

While there is some debate about whether leadership is something people are born with, these skills deal with your ability to take charge and manage your co-workers. *"Goal-driven leader who maintains a productive climate and confidently motivates, mobilizes, and coaches employees to meet high performance standards"*.

Multicultural Sensitivity/Awareness

There is possibly no bigger issue in the workplace than diversity, and job-seekers must demonstrate a sensitivity and awareness to other people and cultures. *"Personable professional whose strengths include cultural sensitivity and an ability to build rapport with a diverse workforce in multicultural settings"*.

Employability Values

Of equal importance to skills are the values, personality traits, and personal characteristics that employers seek. Look for ways to weave examples of these characteristics into your resume, cover letters, and answers to interview questions.

Honesty & Integrity

Employers probably respect personal integrity more than any other value, especially in light of the many recent corporate scandals. *"Seasoned professional whose honesty and integrity provide for effective business relationships with colleagues and clients"*

Adaptability

Deals with openness to new ideas and concepts, to working independently or as part of a team, and to carrying out multiple tasks or projects. *"Highly adaptable, positive and resilient performer who is open to new ideas"*

Dedication/Hard-Working/Work Ethic

Employers seek job-seekers who love what they do and will keep at it until they solve the problem and get the job done. *"Productive worker with solid work ethic who exerts optimal effort in successfully completing tasks"*

Reliability

There's no question that all employers desire employees who will arrive to work every day - on time - and ready to work, and who will take responsibility for their actions. *"Dependable, responsible contributor committed to excellence and success"*.

Loyalty

Employers want employees who will have a strong devotion to the company -- even at times when the company is not necessarily loyal to its employees. *"Loyal and dedicated manager with an excellent work record"*.

Positive Attitude & Passion

The job-seekers who get hired and the employees who get promoted are the ones with drive and passion -- and who demonstrate this enthusiasm through their words and actions. *"Energetic performer consistently cited for her passion for work, sunny disposition, and upbeat, positive attitude"*

6. Identify Your Employability Skills

Professionalism

Deals with acting in a responsible and fair manner in all your personal and work activities, which is seen as a sign of maturity and self-confidence; avoid being petty. *"Conscientious go-getter who is highly organised, dedicated, and committed to professionalism".*

Self-Confidence

Look at it this way: if you don't believe in yourself, in your unique mix of skills, education, and abilities, why should a prospective employer? Be confident in yourself and what you can offer employers. *"Confident, hard-working employee who is committed to achieving excellence".*

"The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence." Eddie Robinson

7. What are Your Greatest Achievements?

Accomplishment statements demonstrate your ability to get things done

Whatever you call them (key contributions, achievements or accomplishments), your accomplishment statements demonstrate that you have the ability to produce positive results and achieve success. They give potential employers the confidence to know that you will be successful in the position. Think about:

- A work-related task or event about which you feel proud
- A situation where you exceeded the job's responsibilities
- A specific instance of your taking personal initiative
- A time when you received special recognition or praise

Review your career or the things you have done and develop a complete list of your most significant achievements. An accomplishment can be any task you performed that benefited a previous employer, organisation or the community. At their best, accomplishment statements are direct and to the point, contain measurable information, and emphasize a positive result. Check out the action words and phrases in Chapter 9 and use the ones that are most appropriate for you.

The Candidate that Wins has Accomplished Something

Accomplishments are all that separate you from other equally qualified candidates, with one caveat. They must be quantified: *"Achieved a \$5,500 monthly savings for XYZ Company within three months by streamlining procedures and renegotiating contracts".* **For students ...** *"Initiated and led project to launch new school magazine, increasing circulation and finding advertisers."*

Here are some examples of Professional Accomplishments:

- Increasing the company's bottom line
- Streamlining procedures
- Promotions
- Special projects successfully completed
- Decreasing costs
- Company- or industry-sponsored awards

What have you done; what can you do?

List your accomplishments in order of relevance to your prospective employer, placing your most impressive accomplishment at the top. A general rule of thumb is to list 5 to 7 of your most impressive accomplishments relevant to your job target, unless you absolutely need more to cover the requirements of the position. If you have additional accomplishments, bring them up in your interview or list them under the Experience section of your resume.

Think about the problems you have faced, the solutions you've devised and ask yourself:

- What did I do? / How did I do it? /Of what events am I most proud?
- Did I do something faster, better, cheaper than it had been done before?
- Did I increase membership, participation, or sales?
- Did I save my organisation any money or eliminate waste?
- Did I identify and/or help solve any problems?
- Did I institute any new methods, systems, or procedures?
- Did I suggest a new service, product, or project?
- Did I reorganise or improve an existing system?
- Did I refine the nature of an existing task?
- Did I maintain a consistently high level of performance?
- Did I demonstrate leadership skills and/or did I exhibit good team skills?
- Did I reach out for more work or more responsibility?
- Did I achieve results with little or no supervision?
- Did I establish new goals and objectives?
- Did I accomplish something others thought could not be done?
- Did I motivate others?

7. What are Your Greatest Achievements?

- Did I coordinate any event or project?
- Did I train another person? What were the results?
- Did I tutor anyone? Did their grades improve?
- If I didn't improve the organisation, did I improve my skills?

Describe your accomplishments with phrases that begin with powerful Action Verbs, such as Designed, Negotiated, Managed, or Implemented. These words make strong, clear statements about your performance.

Building your accomplishment statements

Action Word Start with an action word in the past tense.	Description What skills or techniques did you use?	Value Add What's better because of what you did?
Developed	... a creative internal monthly newsletter...	that highlighted new activities and special events on campus.
Managed	... 12 key client accounts worth \$2.3 million through exceptional customer relations that ...	contributed to a 17% increase in business in less than 12 months.
Researched and introduced	...a new print and paper supplier...	that saved the company over \$600 per month in printing expenses.
Developed	...an innovative marketing strategy for a national product launch...	that increased sales by 23% per year.
Transformed operations ...	by creating new menu items and marketing our catering services to businesses...	effectively increasing profits by 33%
Introduced	Facebook & SMS broadcasts to make information on upcoming events more accessible;	resulting in a 20% increase in member participation at club events.

Another approach is to ask **"So what"** after each statement and then add facts to support it. This makes your resume more impressive and relevant to an employer. For example

"Increased first-time customer complaint resolution rate". Ask **"So what?"**

A better statement would be:

"Increased first-time resolution rate for all customer calls from 65% to 82%". Let's ask again – **"So what?"**

An even better statement would be:

"Increased first-time resolution rate for all customer calls from 65% to 82% saving support team members one hour per day". **"So what?"**

Well how about this:

"Increased first-time resolution rate for all customer calls from 65% to 82% saving support team members one hour per day and reducing costs by \$5K per month"

8. Get Noticed with Keywords

A quick scan and you're either 'in' or you're 'out'

"It's the day of the big job application. You've spent countless hours working on your resume. Not only have you written some good stuff about yourself, but you've worked hard to create an awesome looking document. You're sure it will win you an interview.

What happens next is frightening. As it hits the recruiter's desk, along with hundreds of others, your resume is quickly scanned by the reader or even worse, it's screened by a piece of software designed to look for specific 'key words'.

Unless you know this, the chances of your resume getting noticed are almost none, even if you are the best person for the job. It really is crazy stuff! Your resume has less than 30 seconds to stand out but the reality is most resumes end up being rejected.

So what just happened? *The simple truth is that your resume let you down. It didn't match your abilities to the job requirements using the 'key words' recruiters look for. Your resume must connect the dots between you and the job requirements, and articulate these clearly." [MyResume](#) website.*

It's the keywords that get you noticed

It doesn't matter what your experience is, what your achievements are or even how well your resume is written, it's the key words that you use in your resume that show employers you are a good fit for the job.

Whether your resume is scanned by software or visually, employers look for key words that link your capabilities to those required by the job. Good resume keywords and powerful resume phrases (action words) can make your resume look professional, appealing and most importantly – relevant and scannable by software and by hiring managers.

There are 2 types of keywords which are important for your resume

Resume Keywords - the industry, company and job specific key words used to decide your suitability for the job, and

Action Words - which add impact and create an effective, dynamic resume - see next chapter for loads of examples.

Tips for finding the right keywords

The key words you use in your resume are your industry's professional language. This is the language used to communicate your experience, skills and education qualification to the employers as it relates to the job you're applying for.

Job advertisements are chock full of key words for you use in your resume. Are you hesitant to recycle the words from the job description? Worried that the reviewer will just think you "copied" the job ad?

Focusing on words used in job advertisement is more likely to make the reviewer (automated or human) believe that you are "just what they are looking for" to fill the job.

If you are applying to a company for a job that hasn't been advertised, research the company website and material to find out what the key words are for them and their industry. Key words can be found in the company's mission or value statement, in 'about us' or 'what we do', and in job ads placed by the company.

Where to Place Them

Place keywords throughout your resume, specifically including them in your Career Summary, Area of Qualifications, Core Competencies, Key Skills & Abilities sections etc.

This is the perfect place for them and it comes at the top of the resume so it's guaranteed to be noticed. When listing job experience, include keywords here, too, especially when they show what you accomplished in those jobs.

9. Make an Impact with Action Words

Action words convey participation, involvement and accomplishment

Whilst **key words** link you to the job, **action words** convey a sense of purpose and drive. They describe the way you work. Use these action words to convey participation, involvement and accomplishment. They have a strong impact on the reader.

Powerful words make your resume more distinctive, creating a dynamic picture of your abilities and skills.

Experience

- Demonstrated skills in...
- Extensive academic/practical background in...
- Experienced in all aspects of...
- Knowledge of/experienced as/proficient in...
- Provided technical assistance to...

Ability

- Trained in...
- Proficient in/competent at...
- Initially employed to...
- Expert at...
- Working knowledge of...
- Coordinated...
- Organised...

Success

- Promoted to...
- Succeeded in...
- Proven track record in...
- Experience involved/included...
- Successful in/at...
- Instrumental in...
- Delivered...

Responsibilities

- Established/created/designed...
- Supervised/delegated...
- Assigned to...
- Project managed...
- Analysed/evaluated...
- Formulated...
- Initiated...
- Managed...
- Presented...

Personal attributes

- Committed to...
- Confident
- Enthusiastic user of...
- Thorough...

9. Make an Impact with Action Words

Action words and phrases to use in your resume

Select words and phrases to develop statements that emphasise your strengths and capabilities and that reflect the requirements of the job.

- results-driven, logical and methodical approach to achieving tasks and objectives
- determined and decisive; uses initiative to develop effective solutions to problems
- reliable and dependable - high personal standards and attention to detail
- methodical and rigorous approach to achieving tasks and objectives
- entrepreneurial and pro-active - strong drive and keen business mind

- identifies and develops opportunities; innovates and makes things happen
- good strategic appreciation and vision; able to build and implement sophisticated plans
- determined and decisive; uses initiative to meet and resolve challenges
- strives for quality and applies process and discipline towards optimising performance
- extremely reliable and dependable - analytical and questioning, strives for quality
- methodical approach to planning and organising - good time-manager

- excellent interpersonal skills - good communicator, leadership, high integrity
- strong planning, organising and monitoring abilities - an efficient time-manager
- self-driven and self-reliant - sets aims and targets and leads by example
- good interpersonal skills - works well with others, motivates and encourages
- high integrity, diligent and conscientious - reliable and dependable
- self-aware - always seeking to learn and grow

- seeks new responsibilities irrespective of reward and recognition
- emotionally mature and confident - a calming influence
- detailed and precise; fastidious and thorough
- decisive and results-driven; creative problem-solver
- good starter - enthusiastic in finding openings and opportunities
- creative and entrepreneurial networker - effective project coordinator
- reliable and dependable in meeting objectives - hard-working

- emotionally mature; calming and positive temperament; tolerant and understanding
- seeks and finds solutions to challenges - exceptionally positive attitude
- great team-worker - adaptable and flexible
- well-organised; good planner; good time-manager
- seeks new responsibilities and uses initiative; self-sufficient
- solid approach to achieving tasks and objectives; determined and decisive
- excellent interpersonal skills - good communicator, high integrity
- energetic and physically very fit; quick to respond to opportunities and problems

- active and dynamic approach to work and getting things done
- financially astute - conversant with accounting systems and principles
- tactical, strategic and proactive - anticipates and takes initiative
- systematic and logical - develops and uses effective processes
- good listener - caring and compassionate
- critical thinker - strong analytical skills; accurate and probing
- good researcher - creative and methodical - probing and resourceful

9. Make an Impact with Action Words

Organising & Administrative	Helping & Supporting	Communication	Creative
achieved activated approved assembled arranged catalogued charted classified collected compiled corresponded described dispatched distributed edited estimated executed gathered generated implemented inspected listed maintained monitored observed operated organised overhauled prepared processed proofread provided published purchased recorded reduced screened scheduled specified streamlined systematised updated validated verified	adapted advised advocated aided answered assessed assisted brought clarified coached collaborated contributed coordinated counseled dealt demonstrated diagnosed educated encouraged enlisted ensured expedited facilitated familiarised guided helped inspired maintained modified performed prevented referred rehabilitated represented simplified supported supplied upheld volunteered	addressed advertised arbitrated arranged articulated authored collaborated communicated composed consulted corresponded counseled developed defined directed drafted edited enlisted formulated incorporated influenced lectured marketed mediated moderated motivated negotiated persuaded promoted publicised reconciled reunited renegotiated reported resolved spoke summarised translated wrote	acted adapted applied composed conceived conceptualised created designed developed directed established evaluated fashioned formed formulated founded illustrated instituted integrated introduced invented loaded originated perceived performed photographed planned presented produced refined rewrote updated

9. Make an Impact with Action Words

Financial	Management & Leadership	Research	Technical	Coaching & Training
adjusted administered allocated analysed appraised assessed audited balanced budgeted calculated compared computed conserved corrected developed estimated forecast forecasted managed marketed measured netted planned prepared programmed projected qualified reconciled reduced re-evaluated researched retrieved sold	achieved administered analysed appointed assigned attained chaired conceived contracted consolidated coordinated delegated developed directed encouraged enhanced evaluated executed handled headed implemented improved incorporated increased initiated inspired instituted launched led managed merged motivated navigated organised originated outlined oversaw planned prioritised produced recommended re-evaluated reported reviewed scheduled strengthened supervised united	analysed clarified collected conceived critiqued detected diagnosed disproved evaluated examined extracted identified inspected interpreted interviewed investigated organised researched reported reviewed searched studied summarised surveyed systematised wrote	adapted Analysed applied assembled assessed audited built calculated computed coded configured constructed converted debugged designed determined devised engineered enhanced established fabricated fixed formulated identified implemented integrated initiated inspected installed maintained operated overhauled printed programmed rectified regulated remodeled repaired restored solved specialised standardised studied trained troubleshoot upgraded utilised verified wired won	adapted advise clarified coached communicated conducted coordinated critiqued defined developed enabled encouraged evaluated explained facilitated focused guided individualised informed initiated instilled instructed lectured motivated persuaded presented set goals stimulated taught tested trained transmitted tutored updated

9. Make an Impact with Action Words

Sales & Marketing	Problem Solving	Achievement	Initiative
accomplished closed collaborated delivered established generated competed completed connected controlled dedicated demonstrated designed developed devised edited expanded experienced explored focused formulated founded identified implemented increased influenced initiated interacted launched located managed monitored motivated networked organised performed persuaded planned positioned presented promoted prospected rated reported resourced resulted retained sales oriented saved secured shaped strategised supervised targeted trimmed upgraded	analysed corrected eliminated evaluated examined identified investigated reduced reorganised reshaped resolved reviewed revised simplified solved streamlined	accomplished achieved attained completed conducted delivered demonstrated effected enhanced expanded implemented improved increased maintained negotiated obtained performed secured succeeded	created designed devised established formulated generated initiated introduced launched originated redesigned set up started

10. Streamline it with Great Resume Headings

The resume header and headings may seem like the no-brainer part of your resume. But how it looks and what it says about you can make a difference in whether you have a chance at getting that desired job.

Choose the resume headings applicable to you and the job you are applying for.

Personal Profile

- Career Profile
- Career Summary
- Performance Profile
- Personal Profile
- Personal Summary
- Professional Summary
- Professional Profile
- Summary of Qualifications

Skills & Abilities

- Areas of Ability
- Areas of Experience
- Areas of Expertise
- Areas of Knowledge
- Career Skills Summary
- Certifications
- Computer Knowledge
- Computer Skills
- Core Competencies
- Core Competencies & Knowledge
- Core Strengths & Expertise
- Demonstrated Abilities
- Endorsements
- Key Competencies
- Key Knowledge Area
- Knowledge
- Language Competencies & Skills
- Leadership Skills
- Licenses
- Management Skills
- Personal Attributes
- Personal Strengths
- Professional Experience
- Professional Skills
- Professional Skills and Achievements
- Professional Skills & Experience
- Qualifications
- Relevant skills
- Skills and Abilities
- Skills Summary
- Special Training
- Strengths
- Summary of Qualifications
- Technical Skills

Education

- Academic Achievement/History/Background
- Academic Training
- Academic Qualifications
- Additional Training
- Accreditations
- Certifications
- Conferences Attended
- Education
- Education Background
- Educational Preparation
- Educational Qualifications
- Educational Training
- Education and Training
- Examinations
- Job Related Courses
- Licences
- Professional Qualifications/Development/Training
- Qualifications
- Relevant Education and Training
- Short Courses
- Training Courses Attended

Employment

- Appointments
- Career History
- Career Background
- Course Project Experience
- Community Involvement
- Community Service
- Employment
- Employment
- History/Experience/Record/Background
- Experience
- Internship Experience
- Military Background
- Positions Held
- Professional Background
- Professional Employment
- Voluntary work
- Work Experience
- Work History
- Work Background
- Work Record

10. Streamline it with Great Resume Headings

Awards & Special Achievements

Academic Awards
Achievements
Accomplishments
Awards
Conference Papers Delivered
Distinctions
Fellowships
Honours
Portfolio
Prizes
Publications
State Representation
Scholarships
Special Achievements & Awards

Memberships

Professional, Social, Recreational Memberships
Professional Affiliation/Memberships
Positions of Responsibility Held

Activities

Activities and Honours
Affiliations
Associations
Athletic Involvement
Civic Activities
College Activities
Community Activities
Community Involvement
Extra-Curricular Activities
Hobbies/Interests/Activities/Leisure
Professional Activities
Professional Affiliations
Professional Memberships
Volunteer Work

Publications

Articles/Books Published
Conference Presentations
Conventions
Current Research Interests
Exhibits
Papers
Presentations
Professional Publications
Publications
Research Grants
Research Projects
Thesis

Additional Sections

Drivers Licence
Portfolio
Referees
References
Related Courses
Web Portfolio
Writing Samples
Letters of Recommendation

11: Make it Rock with a Dynamic Personal Profile

Focus the reader's attention

Your Personal Profile or Career Summary is an essential element of the modern resume.

It focuses the reader's attention on the most important qualities, strengths and abilities you bring to the job. It's written in short sentences or phrases at the beginning of your resume, and should contain key words from the job ad or industry you are interested in to show the employer you have the skills to do the job. It highlights the most compelling demonstrations of why an employer should hire you.

Here are some examples of how other students and job seekers have written their personal profile/career summaries followed by skills and competency statements.

Talented young professional with skills and training in

INFORMATION TECHNOLOGY/ WEB DEVELOPMENT/ SOCIAL MEDIA

A quiet achiever; calm and focused highly motivated and enthusiastic graduate with a good knowledge of IT systems and social media. Able to use own initiative and work as part of a team under pressure to meet deadlines and objectives. Excellent communication and organisational skills, a strong work ethic and determination to succeed. Enthusiastic learner, eager to meet new challengers and get ahead in the IT industry.

Key strengths and talents

- Ability to focus and concentrate on issues
- Strong motivation to be competent and excel
- Aptitude for creative problem-solving
- Ability to work well alone, independently and self-directed
- High standards and a strong work ethic
- Passion for IT and web development

CUSTOMER SERVICE

**EXCELLENT COMMUNICATION SKILLS. HIGH INTEGRITY.
FLUENT IN ENGLISH & CHINESE**

Energetic self-starter with excellent organisational and creative skills. Reliable and dependable, with a special talent for customer service. Strong team player who always completes tasks on time and to a high degree of quality. Fluent in English and Chinese, seeking the opportunity to expand my customer service skills and experience in a busy, challenging role. Work experience demonstrates ability to juggle multiple tasks and work independently or with others.

KEY COMPETENCIES

- Results-driven, logical and methodical approach to achieving tasks and objectives
- Determined and decisive; uses initiative to develop effective solutions to problems
- Reliable and dependable - high personal standards and attention to detail
- Methodical and rigorous approach to achieving tasks and objectives

11: Make it Rock with a Dynamic Personal Profile

INTERNATIONAL BUSINESS

Masters Degree in Global Finance, Trade and Economic Integration. Fluent in English, Spanish and Chinese

Business graduate, distinguished from student peers with a track record of superior academic results and determination to capitalise on opportunities. A student leader and project co-coordinator assigned to develop and lead a case study for an international multinational tailoring solutions that embrace business and the community. Exceptional communicator who effectively conveys information verbally and in writing.

SKILLS AND ABILITIES

- Solid approach to achieving tasks and objectives
- Strategic vision; able to build and implement sophisticated plans
- Aptitude for creative investigation and problem-solving
- Drive and ambition to succeed
- Confidence and natural leadership ability
- High standards and strong work ethic
- Competent with technology

VETERINARY HOSPITAL ASSISTANT **GENUINE LOVE FOR ANIMALS**

Responsible high school student with a genuine love for animals seeking part-time employment with a veterinary hospital to better understand animals and their owners in preparation for veterinary school. Calm and focused, with a natural ability to make people feel 'at ease' in a stressful situation. Able to work after hours and weekends.

Key strengths include

- Outgoing personality, with good customer service and listening skills
- Enthusiastic, and willing to assume additional responsibilities
- Ability to acquire knowledge quickly and accurately
- Unique ability to adapt quickly to 'tricky' situations
- Flexible and resourceful

E-BUSINESS/ONLINE MARKETING DIRECTOR **Expert in Web/Internet & New Media Marketing**

Web-savvy marketing professional accomplished in creating and leading high-impact marketing campaigns that consistently meet aggressive e-business goals. Initiated groundbreaking programs and delivered large revenue gains. Excel in both start-up and mature corporate environments. Strong leader known for tenacity and positive 'can-do' attitude. Expert knowledge of interactive and internet technologies and tools.

AREAS OF EXPERTISE

- E-Business strategies and technologies
- Web, print, and multimedia advertising
- Expert in developing direct marketing campaigns
- Implementation of customer loyalty programs
- Product launch strategies and execution

11: Make it Rock with a Dynamic Personal Profile

EVENT PLANNING PUBLIC RELATIONS / MEDIA

PERSONAL PROFILE

High energy background in fast-paced corporate event planning, promotion, and media relations and production. Possess outstanding communication skills, superior presentation abilities, a passion for excellence, and a contagious enthusiasm. Tenacious and resourceful; will work any hours necessary and will always find a way to get project done on time/on budget.

PROFESSIONAL SKILLS & EXPERIENCE

- Ability to blend creative and administrative abilities to achieve outstanding results for clients
- Designed & coordinated large corporate events, cocktail receptions, luncheons, golf outings, themed events, product launches, etc
- Managed budgets; selected venues; designed invitations, handled travel planning & bookings, selected entertainment, managed PR strategies, arranged corporate gift selection.
- Extensive experience in creating and production of event ads and conference materials
- Highly experienced in PC word processing, database/spreadsheet design, and presentation development.

PRIMARY SCHOOL TEACHER

HIGHLY EFFECTIVE TEACHING PROFESSIONAL WITH EXTENSIVE EXPERIENCE WITH STUDENTS FROM DIFFERENT BACKGROUDNS

KEY COMPETENCIES

- Self directed, resourceful and enthusiastic teaching professional with a genuine interest in fostering students' cognitive and social growth.
- Combined strong passion for literacy, motivation and inspiration to create a fun and challenging learning environment.
- Skilled in the design of innovative and hands-on activities and lessons to meet social and emotional needs of students

EXCERPTS FROM LETTERS OF RECOMMENDATION

"Her enthusiasm for teaching, love for children, and ability to plan creative and effective lessons will be definite assets"

"Children are becoming very self-directed and competent. You have established expectations of behaviour and have structured the environment for student success"

"A gentle, kind and nurturing individual... she accepts every student for his/her needs ... shows this through her positive interaction with children ... values children's opinions and ideas ..."

11: Make it Rock with a Dynamic Personal Profile

BUILDER / SUBCONTRACTOR EXPERIENCED/ ADAPTABLE/ EXCELLENT SAFETY RECORD

Registered Builder/Subcontractor with extensive experience in a variety of settings. Proven leadership and organisational skills. Career ambitions include project management/supervisory role either on a fixed contract or profit share basis.

Achievements include:

- Completion of civil and residential projects under difficult and dangerous conditions
- Ability to establish strong working relationships with other trades, developers, architects and inspectors
- Excellent site safety management record
- Overseas experience; ability to adapt to changing environment and cultural challenges

PROFESSIONAL WAITRESS FINE DINING RESTAURANT

PROFESSIONAL PROFILE

Energetic and highly motivated restaurant waitress with extensive experience in the food service industry. Expertise lies in working with fine dining restaurants, providing top-quality service, and maintaining a professional attitude. Solid knowledge of the restaurant business with strengths in excellent customer service, food and wine recommendations. Highly flexible, honest and punctual with the ability to stay calm and focused in stressful situations. Committed to the job well done and a long-term career in the restaurant business.

Outstanding Achievements & Recommendations

- Known for creating an atmosphere of enjoyment for the customer
- Served VIPs and corporate clients with continued repeat business
- History of customers requesting my service as a waitress when they make their bookings

"We appreciated your head waitress's genuine and attentive service".

"Your waitress's warm welcome and excellent service impressed our guests".

"We'll certainly be back! Thank you for a wonderful night"

OPHTHALMIC DOCTOR ASSISTANCE / TECHNICIAN

QUALIFICATIONS SUMMARY

- Personable and capable professional experience in conducting diagnostic tests, measuring and recoding vision; testing eye muscle functions; inserting, removing and caring for contact lenses; and applying eye dressings
- Competently assist physicians during surgery, maintain optical and surgical instruments, and administer eye mediations.
- Extensive knowledge in ophthalmic mediations dealing with glaucoma, cataract surgery and a wide variety of other diagnoses

PROFESSIONAL EXPERIENCE

List employment here

11: Make it Rock with a Dynamic Personal Profile

Here are more examples of Personal Profile Summaries. You can add your own bullet points to highlight your 'Areas of Expertise'; 'Key Competencies'; 'Professional Experience'; 'Core Strengths'; 'Skills & Abilities' etc.

Students & Graduates

Energetic self-starter with excellent analytical, organisational, and creative skills. Reliable and dependable, with a special talent for customer service. Fluent in English and Chinese, seeking the opportunity to expand my customer service skills and experience in a busy, challenging role. Strong team player who always completes tasks on time and to a high degree of quality. Work experience demonstrates ability to juggle multiple tasks and work independently or with others.

Business graduate, distinguished from student peers with a track record of superior academic results and determination to capitalise on opportunities. A student leader and project co-coordinator assigned to develop and lead a case study for an international multinational tailoring solutions that embrace business and the community. Exceptional communicator who effectively conveys information verbally and in writing.

Competitive by nature with a 'big picture' focus; performance-driven skilled in building bridges and uniting people for the common cause. An accomplished public speaker, debater and team leader who enjoys winning. Inspirational and energetic; tenacious and practical.

Dependable, productive worker whose honesty and integrity provide for effective leadership and excellent client relationships. Innovative problem solver who can always find workable solutions. Able to use own initiative and work as part of a team under pressure to meet deadlines and objectives.

IT graduate with exceptional strengths in critical problem solving, analysis, project leadership and technical troubleshooting. Easily adaptable to change, with an eagerness towards learning and expanding capabilities. Strong communication skills; able to interpret technical concepts for non-technical users.

Globally focused graduate with strong awareness of complex business and financial management systems. Analytical and research expertise, with strong academic results and a track record for outstanding leadership. Keen to develop a career in international finance, trade or foreign affairs.

A quiet achiever; calm and focused highly motivated and enthusiastic graduate with a good knowledge of IT systems and social media. Able to use own initiative and work as part of a team under pressure to meet deadlines and objectives. Excellent communication and organisational skills, a strong work ethic and determination to succeed. Enthusiastic learner, eager to meet new challengers and get ahead in the IT industry.

Highly analytical thinker with demonstrated talent for identifying, scrutinising, identifying, and streamlining complex work processes. Computer literate with extensive software proficiency covering a wide variety of applications.

Final year journalism undergraduate with a keen interest in television journalism. Exceptional communicator who effectively conveys information verbally and in writing. Excellent presentation skills and the ability to quickly establish rapport with people from diverse backgrounds.

Biological Sciences graduate with laboratory and administrative experience in an industrial environment and an understanding of the requirements of a commercial organisation. Used to adapting to high pressure and tight deadlines while remaining both accurate and good-humoured.

A versatile, analytical, and hardworking (insert student/graduate//individual) with a practical hands-on approach, who always perseveres to achieve the best results. Able to collect and analyse information and quickly grasp complex technical issues. Excellent negotiating and problem solving skills and a proven ability to manage and complete projects to the highest standard.

Energetic performer consistently recognised as passionate and hard working, with an upbeat, positive attitude. A community focused student whose honesty and integrity provide for effective leadership and excellent results in raising money for charity. Seeking marketing or promotional position where my communication skills can be used and developed.

11: Make it Rock with a Dynamic Personal Profile

General

A highly motivated and competent Team Leader with strong vision to achieve successful outcomes for clients and colleagues. This vision has included successful corporate strategy sessions, innovative ideas and extensive liaison with corporate clients. Demonstrated strong project management skills as leader of a motivated team. These unique capabilities would be a major asset to a company seeking to increase turnover and client satisfaction.

Customer focused Account Manager, acknowledged for talents in inspiring staff to excel and to adapt to the demands of a diverse and challenging workload. Excellent communication and organisational skills, a strong work ethic and determination to succeed. These unique capabilities would be a major asset to a company seeking to improve client satisfaction and service.

Proven relationship builder with unsurpassed interpersonal skills. Resourceful team player who excels at building trusted relationships with customers and colleagues. Dependable, responsible contributor committed to excellence and success. Exceptional communicator who effectively conveys information verbally and in writing.

Creative, diverse illustrator and artist with extensive experience in designing and developing a broad range of visual pieces to meet business and programme objectives of both employers and their clients. Particularly adept in creating original, vibrant artwork that captures attention from serious and casual viewers.

Accomplished team leader with a proven track record in people and business management in a variety of settings. A people and task oriented individual with the ability to build strong relationships with both clients and colleagues. Committed to the highest levels of professional and personal excellence.

A highly motivated and enthusiastic recruitment expert with strong vision to achieve successful outcomes for clients and job seekers. This vision has included successful corporate strategy sessions, innovative ideas and extensive person liaison with corporate clients. Demonstrated strong project management skills as leader of a motivated team of recruitment consultants. These unique capabilities would be a major asset to a company seeking to increase turnover and client satisfaction.

Corporate Travel Consultant with comprehensive knowledge of domestic and regional air services utilizing new reservation applications and systems. An extensive understanding of computer-based travel software, and tourism and travel agency operations and procedures. Able to use own initiative and work as part of a team under pressure to meet deadlines and objectives.

Professionally trained and qualified Security Officer with a broad range of experience including excellent record of armed cash escort, crowd control, and armed personal protection. Proven ability to make appropriate decisions under pressure and in complex situations. Highly effective outcomes in conflict resolution and negotiating skills. Extensive knowledge of occupational health and safety procedures.

A dedicated, helpful Customer Service Representative with experience in the retail and automotive sectors. Able to work independently and use in-house resources effectively, such as online databases and problem resolution procedures. Willing to do shift work and weekends if required.

Dynamic entrepreneur who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value. Effective communicator with the ability to create marketing materials that convey value for both clients and end users.

Highly skilled Technician with extensive experience in maintenance, repair and manufacture of a wide range of machinery and equipment. Active contributor at staff meetings re team performance, quality, standards, and safety. Trained staff in safety procedures with an extensive knowledge of Workplace Health and Safety Procedures. Reliable and dependable, with a special talent for customer service.

Performing Artist with a rich baritone voice and unusual range, specialising in classical, spiritual, gospel and rap music. Featured soloist for two nationally televised events. Accomplished pianist. Extensive performance experience includes television, concert tours and club acts. Available for commercial recording and live performances.

11: Make it Rock with a Dynamic Personal Profile

Office Administrator and PA with experience of all aspects of office work including managing a motivated team of five staff. Reliable, methodical, good at handling a variety of people issues and office tasks efficiently, with a strong aptitude for organisation and administration. Committed to the highest levels of professional and personal excellence.

Highly skilled Mechanic & Technician with extensive experience in maintenance and repair of a wide range of machinery and equipment in the motor industry. Hands-on individual with proven customer service achievements and a reputation for integrity and business ethics.

A dynamic speaker, trainer and presenter, skilled in employing clarity and innovation to deliver effective presentations to diverse audiences at all organizational levels, analytical problem solver expertise. Fluent in English and German. Good interpersonal relations.

Management

Senior executive with 10 years experience and a record of superior results in a variety of challenging and multicultural environments. Unique blend of visionary leadership and executive business savvy with competencies to spearhead strategic planning and bottom line results. Excellent negotiating and problem solving skills and a proven ability to manage and complete projects to the highest standard.

Senior MBA highly skilled in needs assessment, strategic planning, establishing priorities and delegating tasks, motivating teams to reach for their best, and following through to ensure success. More than ten years experience in training, development and delivery, motivation and team building/leadership, general and technical project management, product marketing and management, negotiation, and mediation.

Financial Management Executive with nearly ten years of experience in banking and international trade, finance, investments and economic policy. Proven senior-level experience in executive decision-making, policy direction, strategic business planning, financial and personnel management, research and development. Excellent negotiating and problem solving skills and a proven ability to manage and complete projects to the highest standard. Committed to the highest levels of professional and personal excellence.

Highly motivated, creative and versatile real estate executive with seven years of experience in property acquisition, development and construction, as well as the management of large apartment complexes. 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. Energetic self-starter with excellent analytical, organisational, and creative skills.

Business Manager with extensive experience in business start-ups and a solid background in management and marketing. Demonstrated success in identifying business opportunities, development of business plans and funding submissions. Skilled negotiator with strong management, sales and marketing background. A highly motivated and results-driven individual seeking a new challenge.

An accomplished and results orientated Senior Marketing Executive with extensive experience in CRM, business development, and product and services management within blue chip organisations in highly competitive markets. Highly developed leadership skills coupled with a strong customer insight approach, consistently delivering profitable solutions. Adept at managing large budgets and presenting at board and senior executive level. Highly developed interpersonal and communication skills with an excellent ability to motivate and lead teams in line with the strategic vision and corporate goals.

"The quality of your work, in the long run, is the deciding factor on how much your services are valued by the world." Orison Swett Marden, Founder Success Magazine

12. Nice Things Are Being Said About You

Referees are one of your most important assets

As a student or job-seeker, one of your most important assets is your stock of professional and personal references. Both letters and phone references can elevate you to a top choice in the recruitment process. It's important that you manage your recommendations carefully to leverage them in the best possible way.

Referees will be asked questions about you, such as

- Personal Character and Academic Qualifications
- Work Experience (job titles, responsibilities, employment dates)
- Communication Skills (oral and written)
- Strengths & Weaknesses; Leadership Skills
- Attitude (attendance, punctuality, dependability)

Your referees can make or break your chances of getting a job. Choose them carefully. Include 2-3 referees with your resume. Put their names, phone numbers and email addresses at the end of your resume or on a separate page. It is also OK to put 'References available on request'

Choose someone who comes across well

The way your referee communicates will reflect on you – good or bad. So even if they know your work and think highly of you, it won't be effectively relayed if they don't have a good phone manner or, if they give a written reference, can't spell and use incorrect grammar. Choose people who you know can communicate well and have the ability to sell you.

You must always ask someone first before putting them as a referee on your resume. Most interviewers understand if a reference can't be provided from where you are currently working, but try to make your choice as up to date as possible. Use a supervisor, manager, boss, or professional as your referee. Students or graduates, consider asking a teacher, professor, family friend, sporting coach.

Collect letters of recommendation

Ask your referees for a referral in writing. This does a number of things.

- It makes the referee think about what they are going to say and they'll probably use this when they get called
- It gives you their comments in case they can't be contacted and so you can forward to the employer
- It gives you comments to add to your resume as a quote about you attributable to your referee

Collect letters of recommendation from colleagues and supervisors at every position. Today's job searches go quickly, and a fast search timeline may make it difficult to secure letters of recommendation. Avoid this scenario by asking for letters of recommendation for your "file."

About two weeks before you leave a position, but after you have given your notice, ask for a letter that you can keep on file for any future job searches. If you are consistent, you will have a number of recommendations ready to go at any time they are needed.

Choose someone who knows your work

Work-related references are generally more valuable than personal ones. Make sure the person you choose is someone you have worked closely with. Choosing from your most recent place of employment is ideal. Give your chosen referees some background on the job you are applying for: the job title, what you will be doing and what the employer is looking for. Send your referees an up-to-date copy of your resume.

12. Nice Things Are Being Said About You

Keep in touch with your referees.

As you progress in your job search, keep your references up to date. As important as keeping your references up to date during the search is thanking them afterwards.

Regardless of the outcome of the search, let your references know what happens, and be sure to extend your thanks for their efforts, particularly if they had to produce a letter quickly for you.

Presenting your referees

Potential employers will want to know who they are contacting. Be sure you supply your referees' full names, phone numbers and email addresses, position titles. You can also add how you know them, and for how long if this is applicable.

Always show your appreciation

Write a thank you note or phone your referees to let them know the outcome of your job search. This is just common courtesy, but it will also mean they will be more likely to help you out again.

"A bird doesn't sing because it has an answer; it sings because it has a song". Maya Angelou

13. Get Organised Before You Start

It will make all the difference

If you are actively looking for work, you may quickly find yourself buried in multiple versions of your resume, copies of cover letters, clippings and printouts of job ads, business cards from people you have met, emails sent and received, bookmarked web pages, phone messages, flyers for networking events, and much more. To keep these essential job search components organised, here's what you will need:

1. Calendar

You'll need to keep track of appointments, when you sent out resumes or placed phone calls, and what date you should be following up with people you speak to. Use whatever system works best for your personal style: a pocket datebook, a PDA (e.g. Palm Pilot), or task management software on your computer are all appropriate choices.

2. Contact Manager

To take full advantage of your personal connections, you will want to maintain a list of everyone you speak with about your job search, along with their complete contact information, when you last spoke, and what you discussed. Contact management software such as Outlook or ACT! are ideal, but you can also use a card file, notebook, or large address book.

3. Filing System

On your computer, set up a special folder to hold all your job search materials, and create sub-folders to help you find items quickly. Be sure to give all your documents distinct names. Instead of simply "Resume," for example, you might use names like "Resume updated with feedback from Ben" or "Resume sent to Marshall Co" to identify different versions.

For your e-mail, use the same idea to save copies of e-mails you send or receive in separate folders in your e-mail system. You might create one folder for all your job search correspondence, or if you are a heavy e-mail user, add sub-folders for each prospective employer or opportunity. Also use a folder to organise bookmarked web pages, such as job ads you check regularly.

With paper documents and clippings, the type of system you choose should depend on whether your job search needs to be mobile. File folders in a drawer or standing file work well if you will always be conducting your job search in the same location. If your job search needs to travel, a better solution might be a three-ring binder with dividers or an accordion file with several pockets.

4. To Do List

You'll need a way to keep track of what may seem like an endless list of things to do. Appointments and notes to follow up on a certain date can be put in your calendar, but you'll also need a way to track tasks with no date assigned as well as daily or weekly activities. Some PDA's and contact or task management software offer this feature, or you can keep your master task list in a document on your computer, in a notebook, or on a bulletin board or whiteboard.

Whatever organisation system you choose, find a way to keep your job search activities constantly in front of you and check your to-do list often.

"If I had eight hours to chop down a tree, I'd spend six sharpening my axe." Abraham Lincoln

14. The Modern Resume

How you look is as important as what you say

Modern resumes are precise, compelling, and easy to read. They give the recruiter or employer a 'snapshot' of your key competencies, talents and skills. If you see a resume layout that works for you, use it. Don't be persuaded by one-size-fits all templates on the internet or old fashioned ideas that have been around a long time. The information we bring you in MyResume is modern, up-to-date and will show you in the best light. Be individual and tell your own professional/personal achievements story.

Here's a suggested resume layout (there are many different ways to format your resume; choose the headings and format to suit you and the job you are applying for).

In bold letters at the top of your resume state your name in capital letters, your address, phone numbers and email address. Include your name at the top of each page.

NATHAN CHANESMAN

314/6 Cowper Wharf Road, Woolloomooloo Sydney NSW 2011

Telephone +61 2 9332 4288 Mobile 0418 100 012 Email Nathan@myresume.com.au

Personal Profile /Career Summary

Start with a compelling headline of who you are and then write a dynamic Personal Profile/Career Summary about yourself. Include personal talents, skills, experience, knowledge and career aspirations. It's the perfect way to give the employer an overview of your suitability for the job.

SPECIALIST WEB-BUSINESS EXECUTIVE CAREERS & EMPLOYMENT FOCUSED

QUALIFICATIONS SUMMARY

Articulate, intelligent, ambitious, and creative. Results focused business executive offering over 20 years experience in web-based businesses, positioning employers, schools and universities for advanced career and pre-employment solutions. Communicative, energetic style coupled with strategic vision has transformed the landscape for career and resume advice for students and job seekers alike.

Or you may prefer to set out your personal profile in bullet points:

PERSONAL PROFILE

- Dynamic, entrepreneurial business professional with strong management qualifications, and proven leadership talents.
- Accomplished speaker and educator, recognised innovator in modern technology and online business development.
- Confident, assertive, diplomatic and outgoing with exceptional communication, public speaking and interpersonal relations skills.

Skills & Abilities/Core Competencies

Aim to relate your skills, strengths, competencies and abilities to the job selection criteria. If you are business manager, demonstrate your business strengths; if you are entering the job market for the first time, give evidence to demonstrate initiative or practical skills such as voluntary work, elected office in a society or contributor to a university or college magazine.

CORE COMPETENCIES

- Strategic Business Planning
- Web-based Business Innovation
- Technology Integration
- Online Marketing Campaigns
- Trend Analysis
- Passion for Customer Care

14. The Modern Resume

Employment & Professional Experience

Include job titles, employers, dates of employment, responsibilities. Highlight key contributions, achievements and accomplishments. List the most recent position first.

NAME OF COMPANY & A BRIEF DESCRIPTION OF WHAT THE COMPANY DOES
JOB/POSITION TITLE
TERM OF EMPLOYMENT
KEY RESPONSIBILITIES
ACCOMPLISHMENTS

PROFESSIONAL EXPERIENCE

XYZ TRADING COMPANY. MELBOURNE AUSTRALIA 2002-2010
Director of Sales and Marketing

Import/Export consultancy concerned with the sale and procurement of top quality goods and services worldwide, introducing the buyers to the sellers and the sellers to the buyers, establishing business relationships and assisting with all aspects of the transaction.

Key Accomplishments

- Promoted from Sales Representative within one year of joining company to Director of Sales and Marketing. Responsible for international sales as well as developing new markets. Recruited, trained and managed sales staff. Developed marketing strategy, prepared sales projections and selected and contracted with overseas sub-agents to achieve international market penetration.
- Negotiated and finalised long-term contractual agreements with suppliers on behalf of clients. Oversaw all aspects of transactions, including letters of credit, international financing, preparation of import/export documentation, and shipping/freight forwarding.
- Planned and administered sales and marketing budget, and maintained sole profit/loss responsibility. Within first year, doubled company's revenues, producing \$18 million in annual sales during the next eight years.

Education

When it comes to qualifications and professional training, take the same approach as with your employment history. Begin with your most recent qualifications. If you have a degree or higher qualification, there's no need to include an extensive list of your results. For students, you may wish to include your Education Section before your Employment section.

QUALIFICATION
INSTITUTE/COLLEGE/UNIVERSITY
LOCATION
DATE

Additional information

Here you can use additional categories to showcase the skills and capabilities that are important to the position you are applying for such as:

- Special skills
- Activities
- Honours
- Awards
- Professional Associations
- Committee Memberships
- Public Service Activities
- Technical and IT skills
- Articles Published
- Research Projects
- Language Ability

14. The Modern Resume

References

Generally, referees' information will consist of the name, title, and business mailing address, phone number and email addresses of three to five professional business references. You may want to include the number of years you have known the individual and the type of relationship (co-worker, direct report, or manager, etc.)

If you don't want to include references, it's acceptable to use the phrase, "Available upon request" (this does depend on the country and job you're applying for). Or you can have a separate typed list of references ready to send once an interview is arranged.

15. Student Resumes

Everyone starts somewhere

Think about it, everyone starts somewhere, so how is that done? Employers want to see resumes with work experience because it gives them confidence that you will be able to do the same or similar tasks for them without much difficulty. It proves competency. Little work experience on a resume can be overcome, however, by showing your potential. Here are some examples:

Use youth to your advantage.

Yes, today's job market is flooded with experienced professionals, but they also have more demands and are often not on the cusp of upcoming trends and technologies. In your cover letter and resume highlight a willingness to be flexible. Highlight skills that relate to current technology. Also include any experiences, such as international studies, that will make you stand out. More and more businesses are working on an international level and young people who have a more global perspective are desired in the workplace.

Research needed skills/experience and acquire them.

If most of the jobs you are seeking require a certain skill you are lacking, there's no time like the present to find a way to acquire it. You don't need to wait for your first full-time job to get experience. You can sign up for classes, volunteer, intern, even shadow someone else that has the job. Let employers know that you are currently committed to fulfilling these requirements. They'll see your effort and feel confident in hiring you.

Show a clear direction on your resume.

Even though your resume isn't chock full of experience, it is very important to show you know what position you are looking for. You can show employers your committed direction by writing a clear Personal Profile that also includes an objective statement. Tailor your resume to each position. Don't send a generic resume to different positions (for example, the resume you use for sales jobs should look different than the one you send out for marketing jobs).

Show an interest in the field.

If you joined clubs or organisations in college that relate to your field, you did yourself a favour for your resume. If you didn't do this, find an organisation to join now. Your education and degree shows a great deal to an employer, but someone who takes an extra interest in their industry will be even more desirable.

Make sure it's perfect.

Sure, you don't have a lot to speak of on your resume, but what you do present should be perfect. No spelling mistakes, no grammar mistakes, clean, formatted for easy reading, and, well, perfect! Don't let careless errors take you out of the running.

Your Job is to Stand Out

It is important to consider what employers are looking for in order to fulfill what they are looking for. Always research the position and company so you know how to tailor your resume and cover letter. As you search for a job, try to fill in those gaps by gaining experience, even in small ways. Remember, employers understand that you've just graduated college and have little experience. It is up to you to stand out among other graduates just like yourself.

"The only one who can tell you 'you can't ' is you. And you don't have to listen."- Nike

16. Prepare to be Scanned!

How to prepare a scannable resume

To maximise potential employment opportunities, it is important to be prepared to submit an effective "scannable resume". Develop your resume by using the following guidelines for format and content.

If you already have a traditional resume, you can create a scannable version by modifying the traditional one for scanning.

The two most important elements of a scannable resume are keywords and formatting.

- Keep it simple.
- Standard serif and sans serif fonts work best. Avoid ornate fonts and fonts where the characters touch. Font size is also important. Use sizes between 10 points and 14 points type size.
- Italics and underlining cause problems for the scanner, especially if combined. Use **boldface** for emphasis or ALL CAPITAL LETTERS.
- Vertical or horizontal lines should be used sparingly. When used, leave at least a 1cm of space around the line.
- Avoid graphics ... and shading or shadowing.
- Do not compress or expand the space between letters or lines.
- Do not double space within sections.
- Avoid two-column format or resumes that look like newspapers or newsletters
- Use understandable abbreviations or synonyms.
- The resume you submit should be an original. It should be printed with a laser printer on white or light coloured A4 paper. Print on one side only.
- Resumes, which have been folded, stapled or otherwise mutilated, will not scan well.
- It is imperative that you describe your skills and accomplishments in key word phrases.
- Use the language of your profession.
- Place your name at the top of the page on its own line. (Your name can also be the first text on pages two and three.)
- If faxing your resume, ensure that you put the setting on "fine mode".

Nouns are more distinguishable to a computer than action verbs. Label yourself with phrases that describe activities or experiences. You may also want to consider a summary of accomplishments that focus on results not duties and responsibilities. Remember to keep the resume basic in format, style, and language.

Some people have two versions of their resume:

One for the computer to read - with a scannable format and detailed information.

One for people to read -possibly with a creative layout, enhanced typography, and summarised information. Email, mail and/or carry this one to the interview.

17. Cover Letters are Your Secret Weapon

Marketing strategies for an effective cover letter

Think of your cover letter as a sales letter. The only purpose of your cover letter is to land you job interviews. By using these proven marketing strategies you will land a greater number of quality job interviews than your competition.

An effective cover letter

- Introduces you to an employer
- So impresses the employer that they read your resume
- Is specifically tailored to each job you are applying for
- Promotes your key selling points (skills, abilities, achievements)
- Shows the employer how you match their requirements
- Convinces the employer that you're worth interviewing
- Closes with a 'call to action', requesting an interview or meeting

Address your cover letter to a real person! Find out who you should address your cover letter to. Do not write 'To Whom it May Concern'. If you don't know the name of the person, call and find out.

There are three basic parts to a cover letter. Ideally, you will cover these three basic parts in just 3 – 5 concise paragraphs typed on one page.

1. First Paragraph: Your Introduction

The opening paragraph should stand out... like a well written story, it grabs the reader's attention so they want to read more. If you are writing in response to a job advert, indicate where you learned of the position and the exact title of the position you are applying for. Briefly explain who you are and why you are writing to them. Convey your enthusiasm for the job and the likely match between your credentials and the position's required qualifications.

If you are writing a prospecting application letter - a letter in which you enquire about potential job openings - state your specific career ambitions. Since this type of letter is unsolicited, it is even more important to capture the reader's attention.

In some cases, you may have been referred to a potential employer by a friend or acquaintance. Be sure to mention this mutual contact by name as soon as possible as it is likely to encourage your reader to keep reading!

2. Middle Paragraphs: Your Sales Pitch

This is where you make your sales pitch – an overview of your qualifications, skills, abilities, and accomplishments as they relate to the employer's needs.

Focus on what you can do for the employer. Use key words used from the job ad. Explain how your background parallels the qualification requirements mentioned in the ad. What talents, abilities and skills do you bring to the job? How can you solve a problem for the employer? What are some of your major achievements of which you are most proud? What are the major benefits the employer would gain by employing you? What can you do for them? Choose words that show enthusiasm, relevance and passion for the position you seek.

If you are writing a prospecting application letter express your potential to fulfill the employer's needs rather than focus on what the employer can offer you. You can do this by giving evidence that you have researched the organisation thoroughly and that you possess skills that are used within that organisation.

3. Closing Paragraphs: A Call to Action

End your cover letter with a professional close. Sales people use this technique all the time. Tell the employer you are confident you can do a great job; that they won't regret hiring you, and you look forward to the interview. Briefly explain why you would like to work for this particular company, showing that you have done

17. Cover Letters are Your Secret Weapon

research regarding the position. Companies want to know that you're interested in them and understand what they do. You may be applying for many different jobs but you need to make each prospective employer think that their job is the only one you want.

Bid directly for the job interview and indicate that you will follow-up with a telephone call to set up an appointment. Be sure to make the call within the time frame indicated. Even if you do not mention it explicitly in the letter, it is a good idea to make a follow up phone call or email.

An effective close might be: *"I am confident that I possess the necessary skills and interest to do this job extremely well. I am available for an interview at any time convenient to you and thank you for taking the time to read my resume. I look forward to hearing from you soon."*

p.s. Add a postscript

This one cover letter tip can turbo charge your job search. Adding a P.S. - or Post Script - after your signature really works to get the attention of the person reading it. And if that P.S. is a short, direct and clearly worded summary of your letter and request for an interview, that attention is pretty likely to result in getting the meeting you want.

P.S. I've won our School's Teacher of the Year award twice, for my creativity and commitment to great learning. I'm enthusiastic about bringing these attributes to you atSchool. Thank you for considering my application.

Or another P.S. might say ...

P.S. I would like to restate my desire to interview for the position of (insert job title). (Company name) is No. 1 on my list of companies I want to work for. I am available immediately and can be reached on my mobile phone at 1234 567 890. Thank you!

17. Email Cover Letters

Key strategies for emailing your cover letter

Know the rules of a dynamic cover letter.

Before you even think of sending an email cover letter first make sure you understand all the rules and guidelines for writing a dynamic cover letter.

Don't waste your subject line.

Don't ever leave the subject line of your email blank, but don't waste it by just inserting the job number. Instead, use the subject line to entice the reader into your cover letter. For example, for a director of nursing position, say something such as: "Experienced nurse for director of nursing position."

Your opening paragraph is critical.

More than ever, your first paragraph has to be dynamic; you need to both hook the reader and then sell him or her on your abilities in that first paragraph.

Keep your cover letter short.

Brevity is critical with an email cover letter. Focus on your key selling points. Most experts say that at most, your cover letter should be two to three paragraphs -- and under 200 words. The idea is that your cover letter should not be any longer than one screen in length.

Take advantage of keywords.

Use keywords pertinent to the job you are seeking, and focus on key industry buzzwords and critical skills sets. Noun phrases become more important than action verbs. Because your cover letter may be filed into a database, using critical keywords will enhance the likelihood that your cover letter and resume will be retrieved in a future search.

Always use standard cover letter protocol.

Just because it's an email, doesn't mean you should abandon standard business letter writing guidelines. Thus, make sure to include a salutation (Dear Ms. Smith) and a standard closing (such as "sincerely"). Leave blank lines between paragraphs. And avoid the use of abbreviations, wild colours and other techniques and shortcuts used in everyday emails.

Never hit "send" without thoroughly spell checking and proofreading your email letter.

Don't just rely on your email spellchecker. Take the time to really proofread it. A simple typo could be the downfall of a brilliant cover letter. Avoid all mistakes.

Be sure to test your message before sending it to the company.

Even if you're sure your letter is perfect, send it to a friend or another one of your email accounts first (or even yourself) and check for the content and style one more time.

18. Make a Good Impression at the Job Interview

The purpose of an interview

The purpose of the interview is for the interviewer to find out if you are the right person for the job.

In your interview you must answer the questions:

- Why you are the best candidate for the job.
- What value you will add to the company.
- How your qualifications are a match for what the employer is seeking.

When you are hunting for that "perfect career fit", it is important to ask yourself "What sets me apart from others in the job market?"

To be successful in any job search, you must sell your skills, abilities and most importantly, yourself!

Please describe your personality in 5 words!

Many interviewers like to ask people about their personalities and what they think they are good at. The question can be asked in different ways, like: 'please describe your personality in 5 words.' Or 'how would you describe your personality?' Or 'describe your character to me' etc.

If you are asked to describe your personality, make sure that you first put across the positive traits that you have. These positive traits can be the moralistic ones like honesty, integrity and others, or they can also be professional and performance based, like being a dynamic go getter, quick learner, responsive, insightful, taking responsibility, motivated and punctual.

If you are ever asked about your personality, keep these tips in mind and you will be giving the right answers. Here are interview tips for each personality style.

Interview tips for DRIVERS

The number one tip for Drivers is to listen carefully to the question and try not to control the interview. Some of the questions you may think are not relevant but you're not the one hiring so be patient. Ask questions about the outcomes wanted by the company, e.g. what do they expect you to accomplish.

As a results oriented achiever you want them to know you can deliver. Try not to appear over confident. Sometimes Drivers can be blunt and direct so elaborate your answers and include more personal interest.

Learn to be patient with the interview process. It can take a while and for an impatient Driver the process may seem like forever. Whilst you know you're good and can do the job, you will need to sell yourself to the interviewer. This means establishing rapport at the start of the interview process

Interview tips for PROMOTERS

Promoters never run out of things to say however at an interview you need to exercise restraint. Listen carefully to the question and answer it enthusiastically but briefly. Don't take "tell me about yourself" as a good time to tell your life story. Do not talk about your current or former boss, colleagues or companies you've worked for. Keep the conversation business like and avoid the emotional response.

Don't exaggerate what you can do but show your natural confidence. Research the company before the interview. As a big picture person you overlook details but in an interview you need to have the facts. You have a good sense of humour and are a fun person but an interview is not the time to tell jokes or stories.

Let the interviewer lead. They ask, you listen, then speak – in that order!

18. Make a Good Impression at the Job Interview

Interview tips for SUPPORTERS

Supporters are great listeners but can also be reserved with people they don't know. The interview is not the place to be shy or quiet. You need to speak up and express yourself even though it's difficult for you to talk about the things you've accomplished. You need to brag a little and not hold back.

Interviews are an opportunity for you to tell about the things you're good at and what you can do for the employer.

Reliability, honesty and loyalty are important to you and to the employer, so tell them about your strengths. Be enthusiastic. Ask the interviewer questions about the jobs that are important to you. Don't forget to discuss the salary package. As a Supporter you may not wish to confront this topic.

Interview tips for ANALYSERS

Analysers will come to an interview with all their educational results and certificates. You will have everything to back up what you say including references from past employers. These documents are relevant but not as important as what you say in answer to the interviewer's questions.

As an Analyser you are naturally conservative and take things literally. Use less fact and introduce more emotion. The interviewer is trying to gauge your reaction so you need to become a bit more animated and enthusiastic. Your natural talents as an Analyser are not being questioned but rather your ability to deliver to the employer, solutions - that's why they are hiring you. They have a problem and need to solve it.

Are you the right person? To demonstrate this, provide examples of past projects and accomplishments. Promote yourself and show you are proud of what you have done and what you can do. This is not a time to be shy or withdrawn.

Be prepared

There are many different interview styles and each interviewer will have their own style. Some interviewers will fire questions at you while others will start off with an open question such as "tell me about yourself" leaving you to do most of the talking. The majority of interviews will be somewhere between the two. Be prepared for any style of interview.

Interviews are two-way meetings. Not only are they an opportunity for the interviewer to find out about you and if you are a suitable candidate for the position but they are also an opportunity for you to find out about the organisation and if the position will provide you with the challenge and job satisfaction you are looking for.

Think about your skills, qualifications and experience and ensure that you can talk confidently about what is written in your resume. Particularly ensure that you can talk about the skills that are relevant and valuable to the position you are going for.

15 important things to remember

1. **Do your homework before the interview.** Gather information on the company (company reports, information through the Chamber of Commerce, Internet, library, etc.) to increase your awareness of company philosophies, operations and expansions. Be educated and knowledgeable when the employer asks you pointed questions.
2. **Arrive early for the interview!** This makes a positive first impression and communicates your interest in the position. If you are unsure of the company's location, find it the day before to ensure your promptness the day of the interview.

18. Make a Good Impression at the Job Interview

3. **Dress neat, clean and professionally.** A dress shirt, slacks and tie for men and a blouse and skirt/trousers for women are appropriate, unless the position is labour intensive (welding, heavy equipment operation, production, etc.). Consider driving to the interview location the day before and seeing what people are wearing as they enter the building.
4. **Carry a notebook with blank paper to the interview.** Taking notes while an employer is speaking communicates that you are an effective listener, a skill employers hold in the highest regard.
5. **When greeting the employer, shake hands firmly.** Establish eye contact. Smile warmly, thanking him/her for taking the time to interview you. Remember, employers hire "positive" individuals.
6. **When sitting in the employer's office,** position yourself in the chair so that you appear to be attentive and interested in what is being said. Find a balance between leaning forward (appearing aggressive) and slouching or leaning back (appearing lazy).
7. **Employers have different personality styles.** You may be interviewed by a Driver individual one day and a laid-back Analyser individual the next. Gear your responses to the temperament of the interviewer. Fast, decisive answers impress a Driver or Promoter style and thoughtful, slower answers impress more relaxed Supporters and Analysers.
8. **Continue to make eye contact during the interview,** inter-mixing warmth, honesty, sincerity and a sense of humour if appropriate.
9. **Ask the interviewer questions.** Examples: Who would I be working with on a daily basis? Would you please explain the job description in greater detail? What are the possibilities of advancement based on performance?
10. **You may be asked what your salary expectations are for this position.** An excellent answer would be: "I am extremely interested in this position and I am more than willing to negotiate a salary. What would your normal salary range be for this position? (You can research salaries on the internet).
11. **When exiting the interview,** shake hands firmly, make eye contact and thank the employer again for the interview.
12. **Try not to monopolise the meeting** (particularly if you are a Driver or Promoter) – let your interviewer talk.
13. **Ask how the job contributes to the success, efficiency and profitability of the organisation.**
14. **Don't give negative information or bad news** if you are not asked for it and don't criticise previous employers or jobs. The key is to turn negative information into positive information.
15. **Make sure the employer knows the benefits of employing you.** It is most important to sell yourself by telling the employer details of your relevant skills and experience that you have to contribute to the organisation.

The next steps

Agree exactly what the next steps will be, such as who will contact you to let you know if you have been successful and by when. You should also find out whether there will be second interviews and who will conduct them. If you are really interested in the position make sure you tell the interviewer.

18. Make a Good Impression at the Job Interview

To summarise

The actual interview:

- Be prompt.
- Unless the interviewer uses your name, introduce yourself politely.
- Shake hands firmly, but briefly.
- Answer questions directly and truthfully.
- Be courteous, professional and cooperative.
- Ask questions, and show enthusiasm.
- Thank the person for his/her time.

Interview questions to expect:

1. Tell me about yourself.
2. Why should I hire you?
3. Why are you interested in this job?
4. What are your greatest strengths? Weaknesses?
5. How has your training/education prepared you for this job?
6. What would your teachers, former employers or references say is your strongest point?
7. Do you understand that you may be subject to a drug test and background check if you are hired?
8. When are you available to work?

Interview questions you could ask:

1. Would you describe a typical work day?
2. Can this job lead to other positions with the company?
3. What skills are most important for this position?
4. If hired, would I report directly to you, or to someone else?
5. How is this job important to the company or agency?
6. How would I be trained or introduced to this job?
7. When can I expect to hear from you?
8. May I contact you by phone or e-mail?

Follow-up:

Write a thank you letter within 24 hours of the interview.

“Winners make a habit of manufacturing their own positive expectations in advance of the event” Brian Tracy

19. Managing the Social Media

Social media can boost your career or work against you

Social media is used to explore career opportunities, look for jobs, promote and expand your contacts. It can boost your career or work against you. The silly things you say today and the pictures you post can stay around for a long time for an employer to find.

Have you Googled yourself lately? Employers will search you on search engines (Google), social networking sites (Facebook, Twitter, MySpace), photo and video sharing sites (Flickr, You Tube), professional sites (LinkedIn), personal websites and blogs. Microsoft found that 70% of employers rejected applicants based on a negative outcome of their online search.

The best solution is to carefully think about anything you do online. This includes seemingly innocuous comments left for friends on their Facebook photos. Microsoft has some good tips for managing your online identity, including monitoring what others post about you and managing your privacy settings on social networks. Once published, it's in the public domain and out there 'forever'.

Students look out!

Students are warned about the negative effects of irresponsible management of social media. Concerns of this nature arise because personal social media accounts can either assist or hinder one's search in the job market. Employers have easy access to potential employee's accounts and possess the ability to research more background information on a job candidate than ever before.

Before you start your job search take the time to remove images and comments from your website that you wouldn't want your boss or managers to read. Reset your privacy settings on all the sites you're on. If you're on Twitter, start a new account for your career and professional life. Use your real name and have a headshot of you dressed for business. If your Email address is not appropriate for business create a new one and use this when communicating with employers.

Manage your online profile to your advantage

It's not all 'bad' news. If you manage your public profile then it's a great way to make connections with potential job opportunities. It's also a positive experience for those searching you. You know they will, so make use of it. 61 percent of employers hired candidates after reading good stuff about them online. What they liked was stuff about you that supported your resume, showed you communicated well, had the personality they were looking for and were a good fit.

Personal online brand management is key to maintaining a reputable image in the eyes of employers ... so why not impress employers and "show 'em what you got" through online tools like Blogs and/or Internet portfolios?

"You have to learn the rules of the game. And then you have to play better than anyone else." Albert Einstein

20. Career Planner

<p>Network!! Make a list of people to contact. Maintain your level of networking momentum by following up.</p>	<p>Identify key people to mentor you or to give you guidance</p>	<p>Research career websites for additional articles and information; read career books.</p>	<p>Leverage technology. Utilise websites and online services to connect with your preferred industry and build a greater visibility.</p>
<p>Create/update your resume Use information and copy from your MyResume report</p>	<p>Create a Career Portfolio folder. This includes a template resume, a series of compelling cover letters, target company list, contact list, professional references, letters of recommendation, accomplishment statements (your achievements).</p>	<p>Work on your personal branding.</p> <p>Take control of your online identity (Facebook, LinkedIn, MySpace, Youtube, Twitter, blogs etc)</p>	<p>Are there extra study courses you'd like to enrol in?</p> <p>.</p>
<p>Work on your interview and communication skills. Have a strategy in place to achieve tangible and positive results from every interview. Stay focused on your career goals. Learn to market and sell yourself at every opportunity!</p>	<p>Improve your skills and competences to achieve your key goals. Apply for awards and scholarships.</p>	<p>Investigate Not-for-profit agencies where you can volunteer your skills</p>	<p>Register with job boards and recruitment agencies. Research the best job boards and agencies for your industry.</p>
<p>Join networks, clubs, societies, associations etc.</p>	<p>Keep in touch with colleagues consistently via email. Learn how to use online tools like blogs and virtual job fairs. Focus on optimising your online identity.</p>	<p>List and visit Career Fairs in your area</p>	<p>Get organised and keep track</p> <p>Keep track of your resume submissions. Use a tracker form or software to get and stay organised.</p>

<p>Take care of yourself. Eat well, exercise, get plenty of rest.</p> <p>Pay extra attention to your personal image - hair, hands, clothes, shoes – make sure you make a good impression wherever you go!</p>	<p>Invest in career coaching if possible. A qualified Career Coach can help you market yourself efficiently and get the best job offer.</p>	<p>Practice personal marketing and negotiating skills. Polish and perfect these skills. Solicit the help of a partner to role-play. Use audio-recording and/or video to improve performance.</p>	<p>Act with speed and urgency when applying for jobs. Demonstrate that you are more determined than the competition. Show up earlier. Arrive more prepared. Make an impression by being more assertive and positive than the others.</p>
<p>People who get jobs focus on <u>mindset</u> before <u>skill set</u>. Develop a positive attitude and <u>expect</u> to get the job you want. Stay away from negative people and spend some time each day focusing on your internal attitude and your goals.</p>	<p>Be kind to yourself. Don't beat yourself up if you don't get the first job that you apply for.</p>	<p>Make a wish list (what would your dream job look like?)</p>	<p>Be patient.</p> <p>Be persistent, but don't be a pest. Follow up consistently on every opportunity.</p> <p>Don't put all your eggs in the one basket – keep moving and explore every opening you can find.</p>

21. Resume Checklist

After you have written or re-written your resume using the information contained in your MyResume report, be sure you can answer 'yes' to the following questions:

Layout and Appearance

- Is your resume visually appealing and easy to read?
- Have you included a cover letter with your resume?
- Have you checked for spelling mistakes, typos or grammatical errors?
- Is your address, phone number and email easy to read?
- Is your name at the top of each page and in bold? Preferably 2-3 pages in length.
- Is formatting (e.g. bold, font, bullet size, heading styles) consistent throughout the resume?
- Is there a good balance between text and white space?
- Is the content flow logical and easy to understand?

Resume Sections & Headings

- Are all headings clearly labeled?
- Are headings placed in the best order to highlight your strongest credentials?
- Have you used powerful headings to highlight your career achievements and competencies?
- Is your work history listed in reverse chronological order (most recent job first)?
- Have you included referee comments and/or contact details (where applicable)?

Personal Profile / Career Summary

- Have you included a well written personal profile /career summary which clearly focuses the reader's attention on the most important qualities, achievements and abilities you bring to the job.

Skills, Competencies and Accomplishments

- Did you clearly highlight your key competencies and skills using key words from the job ad or industry?
- Did you include employability skills most relevant to the job you're applying for?
- Does your resume include a solid list of career accomplishments?
- Does it clearly highlight your technical/language skills? (if applicable)
- Are accomplishments quantified by using facts & details - percentages, dollar amounts or other concrete measures of success?
- Do your accomplishment statements begin with strong action words?
- Are accomplishments separated from responsibilities?

Relevance

- Is the information relevant to the employer's needs/job requirements?
- Is your resume job specific? Make sure everything you mention shows how well-suited you are for the job you're applying for. Each resume and cover letter must be 'job specific'.
- Does your resume contain specific key words (from the job ad or industry) to ensure recruiters can find you with their applicant tracking software?
- Did you include relevant additional information, such as awards/affiliations/memberships, etc?
- Does your resume and cover letter 'sell' your skills, achievements and personal attributes? Does your resume stand out from the crowd?

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