



Contents

Chapter 1	A Résumé Primer	1
	Tools for the Task	2
	The Résumé Tool: Asset or Liability?	3
	<i>Employers and Candidates Usually View Résumés as Having Different Purposes</i>	4
	<i>A Résumé Is Most Effective When It Follows Face-to-Face or Voice Contact with a Hiring Manager</i>	4
	<i>A Support Person or Computer Program Will Probably Be the One to Screen Your Résumé</i>	5
	<i>Résumés Are Not Read Thoroughly</i>	5
	<i>You Won't Always Need a Résumé to Land a Job</i>	5
	Then Why Write a Résumé?	6
	And Why This Book?	7
	Some Success Stories	8
	Your Most Important Tool	40
	★ Top 10 Tips to Create Résumé Magic	40
Chapter 2	How to Use Branding and Advertising Strategies to Get an Interview	45
	Using Brand and Ad Agency Strategies to Win an Interview	46
	Elements of Your Career Brand	47
	<i>Authentic Image</i>	47
	<i>Advantages</i>	49
	<i>Awareness</i>	49
	The Proven Ad Agency Formula	51
	<i>Step 1: How to Grab Your Reader's Attention</i>	52
	Headlines and Hard-Hitting Leads	53
	Visual Appeal	55
	<i>Step 2: How to Capture Your Reader's Interest</i>	56
	Selling Points—Front and Center	57
	Where's the Center of the Page?	57
	Place Supporting Information Below the Visual Center	62

	Skimmable Material Goes at the Bottom of the Page63
	<i>Step 3: How to Create Desire for Your Product—You!</i>63
	Why You Buy64
	Why Employers Buy65
	Prove Your Superiority67
	<i>Step 4: Call to Action</i>68
	★ Top 10 Résumé Strategy Tips71
Chapter 3	How to Choose the Most Flattering Format73
	Two Tried-and-True Winning Formats: Chronological and Functional74
	<i>The Chronological Format</i>76
	<i>The Functional Format</i>80
	Genetic Variants of the Two Main Résumé Types87
	<i>The Accomplishments Format</i>88
	<i>The Combination Format</i>90
	<i>The Creative Format</i>97
	<i>The Curriculum Vitae (CV)</i>106
	<i>The Dateless Chronological Format</i>112
	<i>The International Résumé</i>114
	<i>The Linear Format</i>115
	<i>The Newsletter Format</i>118
	<i>The Reordered Chronological Format</i>123
	<i>The Targeted Format</i>126
	If It Works, It's Right128
	★ Top 10 Résumé Formatting Tips132
Chapter 4	The Blueprint for a Blockbuster Résumé133
	Data Bits, or Contact Info134
	<i>To List or Not to List Your Business Telephone Number</i>136
	<i>Other Solutions for Daytime Contacts</i>136
	<i>Sample Résumé Headers</i>137
	<i>Dealing with Relocation on Your Résumé</i>141
	Objective, or Focus Statement145
	Key Features, or Qualifications Summary147
	Professional Experience149

	Skills	150
	Education, Credentials, and Licenses	151
	Affiliations	153
	Publications, Presentations, or Patents	154
	Awards and Honors	155
	Bio Bites	155
	Endorsements	157
	What Not to Include	159
	Putting It All Together	160
	★ Top 10 Résumé Blueprint Tips	162
Chapter 5	How to Write Great Copy	163
	Keywords	164
	<i>What Are Keywords?</i>	164
	<i>Where to Find Keywords</i>	165
	Off-Line Resources for Keywords	166
	Online Resources for Keywords	166
	<i>How to Position Keywords</i>	167
	<i>How to Improve Your “Hit” Ratio</i>	168
	★ Top 10 Résumé Keyword Tips	172
	The Objective or Focus Statement	174
	<i>Cover Letter Focus Statement</i>	174
	<i>Title Statement</i>	175
	<i>Traditional Objective</i>	175
	<i>Exercise for Assembling a Focus Statement</i>	177
	The Qualifications Summary	181
	Professional Experience	190
	<i>How Far Back?</i>	191
	<i>Where to Find Material for Your Job Descriptions</i>	192
	<i>How Long Is Too Long?</i>	197
	<i>Solutions for Downplaying Less-Relevant Positions</i>	198
	Skills	203
	Education, Credentials, Licensure	205
	<i>Recent High School Graduate</i>	205
	<i>Recent College Graduate</i>	205
	<i>Degree Obtained a Number of Years Ago</i>	206



<i>Degree in a Field Different from Your Major</i>	206
<i>Degree Not Completed</i>	207
<i>Two-Year Degree</i>	208
<i>Degree Equivalent</i>	209
<i>No Degree</i>	209
<i>Including Credentials, Licenses, and Certificates</i>	209
Affiliations	210
Publications, Presentations, and Patents	212
<i>Publications</i>	212
<i>Presentations</i>	214
<i>Patents</i>	216
Awards and Honors	217
Bio Bites	218
Endorsements	221
★ Top 10 Tips for Writing Great Copy	223
Chapter 6 Accomplishments: The Linchpin of a Great Résumé	225
What's in It for Me?	226
Words to Woo Employers	230
<i>Buying Motivator #1: Make Money</i>	230
<i>Buying Motivator #2: Save Money</i>	231
<i>Buying Motivator #3: Save Time</i>	232
<i>Buying Motivator #4: Make Work Easier</i>	232
<i>Buying Motivator #5: Solve a Specific Problem</i>	233
<i>Buying Motivator #6: Be More Competitive</i>	234
<i>Buying Motivator #7: Build Relationships/Image with</i> <i>Internal/External Customers, Vendors, and the Public</i>	235
<i>Buying Motivator #8: Expand Business</i>	236
<i>Buying Motivator #9: Attract New Customers</i>	237
<i>Buying Motivator #10: Retain Existing Customers</i>	237
Strategies for Presenting Accomplishments	239
<i>Numbers: The Universal Language</i>	239
<i>Comparison—A Powerful Form of Communication</i>	240
<i>ROI—How Quickly Can You Deliver?</i>	242
<i>The Company's Mission Statement—Make It Your</i> <i>Mission</i>	243
<i>The CAR Technique—Challenge, Action, and Result</i>	244

Where to Find Material for Your Accomplishments247

Performance Appraisals247

Your Career Management File248

Impact-Mining: Probing Questions to Unearth Hidden Treasures250

Sifting Through the Accomplishments You’ve Gathered290

Use Impact Statements to Portray Yourself as the Right Fit295

 ★ Top 10 Tips for Writing Accomplishments296

Chapter 7 **Editing: Résumé-Speak 101**299

Development Editing: A Primer in Power Writing300

 ★ Top 10 Tenets of Developing Your Résumé300

Examples of Résumé-Speak301

The Keys to Writing Compelling Copy302

 Address the Needs of Your Audience302

 Summarize by Using the ABC Method303

 Focus on Transferable Skills304

Résumé-Speak 101306

 Deliver the Goods Up Front306

 Start Sentences with Action Verbs or Noun Phrases307

 Sidestep Potential Negatives308

 Give Outdated Experience a Feeling of Real Time309

 Avoid an Employer Pet Peeve: Baseless Personality Attributes310

 Convey Confidential Information Without Giving Away Proprietary/Trade Secrets314

Technical Editing/Copyediting: The Mechanics of Résumé-Speak315

Abbreviations316

Acronyms318

Active voice319

Articles (in Absentia)319

Auxiliary or Helping Verbs320

Capitalization321

<i>Colons and Semicolons</i>	322
<i>Commas</i>	324
Commas That Separate	324
Commas That Set Off	325
Comma Trauma	326
<i>Contractions</i>	328
<i>Dashes</i>	329
<i>Ellipsis Marks</i>	330
<i>Elliptical Sentences</i>	332
<i>Gender Equity</i>	332
<i>Hyphenation</i>	333
<i>Numbers</i>	335
<i>Parallel Sentence Structure</i>	336
<i>Parentheses</i>	338
<i>Parts of Speech</i>	338
<i>Passive Voice</i>	340
<i>Periods</i>	341
<i>Possessives</i>	342
<i>Prepositions</i>	343
<i>Quotation Marks</i>	344
<i>Sentence Fragments</i>	345
<i>Slashes</i>	345
<i>Split Infinitives</i>	346
<i>Tense</i>	347
<i>Verbs</i>	349
<i>Writing in the First Person</i>	350
Prune, Prune, Prune	351
Proof, Proof, Proof	353
★ Top 10 Résumé Proofreading Tips	354
Chapter 8 Visual Artistry: The Missing Link	357
Design Elements	358
<i>Create a Visual Pattern</i>	359
Consistency Counts	359
Use Tab Stops Sparingly	359
Apply White Space Liberally	360

Make Bullets Work for You365

Think in Threes367

Keep Headings to a Minimum368

Segment Paragraphs371

Balance Is Beautiful374

 Pay Attention to Vertical Balance374

 Balancing a Two-Column Format374

 Balancing a Full-Width Layout378

 Balancing Unevenly Distributed Copy381

 Balancing Impact Statements384

 Justification—Ragged Right or Full Justification? ...385

 Hang It on the Wall!385

Use Typefaces Tastefully386

 Choosing a Font387

 Fonts That Buy More Space388

 Use Discretion in Mixing Fonts388

 Go Easy on Bold, Underline, and Italic391

 Establish a Logical Sizing Hierarchy393

Tweaking Tips397

Technical Tools to Create Tables398

Add White Space399

 Adding Space Between Paragraphs in MS Word401

 Adding Space Between Paragraphs in Corel
 WordPerfect402

Change Line Height402

 Adjusting Vertical Space Between Lines Within
 Paragraphs in MS Word403

 Adjusting Vertical Space Between Lines Within
 Paragraphs in Corel WordPerfect404

Expand Character Spacing404

 Expanding Text in MS Word404

 Expanding Text in Corel WordPerfect405

Tricks to Make Text Fit405

 Shrinking Text in MS Word405

 Shrinking Text in Corel WordPerfect406

<i>Use Bullets Strategically</i>	406
Creating Bullets in MS Word	406
Creating Bullets in Corel WordPerfect	407
Adding or Subtracting Spacing Between Bullets and Text in MS Word	407
Adding or Subtracting Spacing Between Bullets and Text in Corel WordPerfect	408
Changing the Type of Bullet in MS Word	408
Changing the Type of Bullet in Corel WordPerfect	409
Size of Bullets	409
<i>Use Rule Lines</i>	410
Inserting a Rule Line in MS Word	411
Inserting a Rule Line in Corel WordPerfect	412
<i>Other Graphic Elements</i>	413
★ Top 10 Visual Appeal Tips	422
Chapter 9 E-Résumés, E-Portfolios, and Blogs	423
ASCII Text Résumés	424
<i>The Advantages and Disadvantages of ASCII Résumés</i>	425
<i>ASCII Résumé Do's and Don'ts</i>	426
<i>Steps for ASCII Conversion</i>	427
Converting to ASCII for E-Mailing Using MS Word or Corel WordPerfect	427
Converting to ASCII for Pasting into E-Forms	429
Quick Cleanup of an ASCII Conversion	430
<i>How to Post an ASCII Résumé to a Web Site</i>	439
Web Résumés, E-Portfolios, and Blogs	440
<i>The Advantages and Disadvantages of Web Résumés</i>	441
<i>The Technical How-Tos of Web Résumés</i>	442
Online Résumé-Builder Services	443
Do-It-Yourself Web Résumés	444
Hire a Pro	446
<i>Web Résumé Do's and Don'ts</i>	447
<i>What to Include in an E-Portfolio</i>	448
<i>Hyperlinks or Hyperjinx?</i>	450
<i>Using Your Web Résumé</i>	453
<i>Marketing Your Web Résumé</i>	454

Getting on the Blog Bandwagon	455
<i>What to Include in a Blog</i>	455
<i>Creating a Blog</i>	455
<i>Using RSS (Really Simple Syndication) Technology</i>	456
<i>Marketing Your Blog</i>	456
Scannable Résumés	457
<i>Scannable Résumé Do's and Don'ts</i>	457
Applicant-Tracking Systems: What Happens After You E-Mail or Post Your Résumé?	462
<i>Positive Aspects of Applicant-Tracking Technology</i>	462
<i>Negative Aspects of Applicant-Tracking Technology</i>	462
<i>Conflicting Advice</i>	463
Résumés of the Future	464
★ <i>Top 10 Technology Tips for E-Résumés, E-Portfolios, and Blogs</i>	465
Chapter 10 Cover Letters and Other Parts of the Puzzle	467
Strategy and Style	468
<i>The Value Mantra</i>	469
<i>Sell, Don't Tell</i>	472
<i>Reveal a Secret</i>	474
The Segments of a Cover Letter	477
<i>The Carrot</i>	477
<i>The Corroboration</i>	482
<i>The Close</i>	484
The Anatomy of the Cover Letter	486
Sticky Wickets	489
<i>To Whom It May Concern?</i>	489
<i>Missed a Filing Deadline?</i>	490
<i>Terminated from a Job?</i>	490
<i>Relocating?</i>	491
<i>Dealing with Salary</i>	491
Other Types of Letters	492
<i>Direct-Mail Campaigns</i>	492
<i>Writing to a Recruiting Firm</i>	493
<i>Thank-You Letters—A Chance to Resell Yourself</i>	494



Other Pieces of the Puzzle	496
<i>References</i>	496
When to Send References	497
When and How to Ask for References	497
Rethinking the “Reference Page” with Some Creative Persuasion	498
<i>Networking Cards</i>	501
<i>Addenda</i>	503
<i>Paper</i>	507
<i>Sending Your Cover Letter and Résumé</i>	508
By Surface Mail	508
By Fax	508
By E-Mail	508
Futurist Career Management	510
★ Top 10 Cover Letter Tips	512
Appendix A Worksheets to Catalog Professional History	515
Appendix B Survey: What Employers Really Want in a Résumé and Cover Letter	527
Résumés	527
Cover Letters	531
Appendix C Action Verbs with Sample Phrases	533
Index	571