

## Top 10 Tips for a Killer Résumé!

Dear Friends and Colleagues,

In our previous newsletter, we discussed the importance of keywords within your résumé and during your job search. To review, technology has taken over the way employers search for candidates.

The use of computerized job search engines, triggered by keywords in a résumé, is now the preferred method employers use for finding potential candidates to fill job openings. By using keywords throughout your résumé, your chances of being chosen as a candidate in a job search will increase significantly. There are many places to find keywords:

- Your industry's professional associations – their newsletters or e-zines, conferences
- Formal job descriptions for your desired position
- Career websites such as [monster.com](http://monster.com), [hotjobs.com](http://hotjobs.com), [careerbuilder.com](http://careerbuilder.com)

Keywords are crucial to your job search; however, in the larger scheme of things, it is important to consider some fundamental tips that can make or break your résumé's effectiveness. Before you begin to craft your next résumé, consider the following 10 tips:

1. **Focus the résumé on the position for which you are applying.** Do not try to write a one-size-fits all résumé. Use different versions of your résumé to target different positions.
2. **Think benefits.** Benefits represent results. By showing, rather than telling, a potential employer how they will benefit from hiring you makes you a stronger candidate. For example, your actions resulted in a 24% increase in sales. This example is active, it solidifies what you can do!
3. **Lead with a summary.** An introductory qualifications section at the beginning of your résumé will help employers zero in on your 3-5 greatest strengths. Substantiate these strengths in the body of your résumé.

4. **Write relevant job descriptions.** Focus on highlighting past skills and tasks that are of interest to the prospective employer and relate well to the job posting for which you are applying. Your past job description should be explained in 3-7 lines total.
5. **Separate responsibilities from accomplishments.** Do not bury accomplishments in the same paragraph as responsibilities. Use separate bullet points to showcase accomplishments. This will also draw the reader's eye towards the results you have delivered.
6. **Weave keywords throughout.** Comb Internet postings, company newsletters, and current articles within your industry for terms which will help your résumé be unearthed after it is dumped into an electronic database. See KEYWORDS newsletter for more details.
7. **Substantiate personality traits.** Prove you have the traits that you claim to have. For example, the phrase "customer-focused: selected as primary contact for key accounts," adds more credibility than simply saying "customer-focused."
8. **Prune, prune, prune.** Résumés should be no more than two pages. When pruning, ask yourself, "Does this information support or detract from my candidacy?"
9. **Make it pretty.** First impressions do count. Add as much white space as possible to enhance readability – greater readability means you will get your point across faster. Pick an eye-friendly font and use it consistently throughout your résumé. And of course, proof it at least twice yourself and have two other people (who are grammar savvy) proof it as well.
10. **Use the right delivery method.** Determine how the employer wants the résumé delivered. Some like résumés delivered by email with the document attached as a Word file, while others prefer a text document pasted into a pre-set email message. Regardless of delivery method, be sure to include a brief cover letter. (We will expand on cover letter etiquette in a future newsletter.) With so many résumés, employers do not have the time to guess what type of position you want.

These résumé tips should serve as a baseline when crafting your next résumé. Remember your résumé is like your second skin, it shows who you are, what you have accomplished, and what you can contribute to a given job opening.

For more information on resumes please contact your Career & Life Coach Jamie Novick at [jnovick@careersolution.biz](mailto:jnovick@careersolution.biz)

Best regards,

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"Take the Next Step Today for a Better Tomorrow"

**P.S. - The Next Step Career Solutions website has had a makeover!**  
Please visit us at [www.careersolution.biz](http://www.careersolution.biz) to see our new look.  
Please feel free to email this newsletter to your friends, family and co-workers. If you no longer wish to receive information from The Next Step, please email me your request and your information will be removed from our mailing list. Thank you.