

*Does Your
Resume Wear*

BLUE JEANS?™

The Book On Resume Preparation



C. Edward Good

*Does Your
Resume Wear*
**BLUE
JEANS?™**

The Book On Resume Preparation



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C. Edward Good

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The Very Last Two Pages

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ISBN 0-934961-00-X

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About the Author

C. Edward Good was graduated with honors by the University of North Carolina in 1967. Following graduation he was selected as one of five Corning Glass Works Traveling Fellows to travel around the world studying international business. In 1968 he enrolled at the University of Virginia School of Law and received his Juris Doctor degree in 1971. After serving four years as the regional manager of a legal research and publishing company, he returned to Virginia Law School in 1975 to serve as the Director of Writing and as Executive Director of the Virginia Law School Foundation. In 1977 Mr. Good was selected as one of two Judicial Fellows to serve the Supreme Court of the United States and the Federal Judicial Center in Washington, D.C. He returned to Virginia Law School to teach writing in 1978.

In 1980 Mr. Good resigned his law school position and founded Word Store. His company provides resume and cover-letter services for students attending more than 150 universities nationwide. Mr. Good has counseled hundreds of job seekers in effective resume writing, interviewing strategy, and mass mail campaigns. His workshops in resume writing have been presented at major universities in Virginia and will soon appear as video-taped presentations for placement offices across the country.

Mr. Good also serves as a consultant to high-level executives on techniques in persuasive writing. His program, "Write This Way," has been attended by lawyers and managers in Washington, Atlanta, Philadelphia, Chicago, San Antonio, and San Francisco.

Dedication

To my partners, Margaret and Alice.

Preface

Does your resume wear blue jeans?

Mine did. Until one of my students set me straight one day. I remember it well. I was in my office at the University of Virginia School of Law reviewing my resume and essay, which I was about to submit to the Supreme Court of the United States to apply for a Judicial Fellowship. It was a Friday. The application was due Monday.

As I was about to seal the envelope and send it and my fate off to the Supreme Court, a law student poked his head in my office and asked, "What are you doing?" I told him and invited him in. We discussed the Fellowship I was itching to get, and I described how meticulous I had been with my resume, essay and all the other stuff.

"I mean," I said, "I have been over this pile of paper at least 10 times. There's not an error to be found. The typing is extremely neat. I even bought expensive paper for the resume and essay."

"Mind if I take a look?" he asked.

"Of course not," I said and handed it over.

He took one look at my resume. The color drained from his face. Mustering every ounce of tact a law student can muster, he said, "Ed, this is awful!"

"Whaddaya mean 'awful'?"

"Wait here," he said, as if I had something more important to do than find out why my resume was awful.

Soon he returned with his resume. "Take a look at this," he said. I did. The color drained from my face, replaced immediately with the green of envy. His was beautiful. Mine, without doubt, was awful.

My resume wore blue jeans. His didn't. His was properly dressed. His caught the eye of the reader. His forced his reader to see the credentials he wanted to emphasize. His was graphically designed. Mine was thrown together. His was terrific. Mine was a mess.

"How did you learn to do this?" I asked.

"Simple. Before I came to law school, I was a graphic artist."

"Oh," I said. "I had no idea graphics was all that important."

"Most people don't," he said. "Most people create a mess when they put their resumes together. If I were you, I'd change yours like this." And he showed me how to create a work of art.

Fortunately, my resume was "stored" on an IBM Mag Card Typewriter in the typing pool of the law school. Following his instructions I gave the revisions to the mag card operator. Within minutes I had a terrific resume neatly attached to my application materials. Off they went to the Supreme Court.

The fellowship? I won. After a year in Washington I returned to Virginia Law School to teach legal writing for two more years. Then I resigned to start my own business. That business, Word Store, now specializes in resume and direct mail services for job seekers all over the United States. Since Word Store began in 1980, we've prepared thousands of resumes for college students, business students, graduate students, medical students, law students and professionals from all parts of the country.

At Word Store we've seen everything there is to see in the resumes of just about every type of person. We've seen an architect's resume designed like a blueprint. We've seen another typeset in 16 different type styles. We've met the student who wanted to print his resume on special paper bearing the picture of a shade tree.

As we gained substantial experience in the field, and as our resumes began to be noticed by employers and college placement directors, we found our services in demand to conduct workshops in resume preparation. In those workshops we've responded to every conceivable question people can have about producing their resumes. We've accumulated a wealth of experience and seen many examples of the pitfalls people encounter when they prepare their resumes.

Everyday we work with students and young professionals who face the seemingly awesome task of putting their lives on paper. We constantly face the inevitable tendency people have to sell themselves short. We've coached the young man who wondered whether he should include on his resume his brief experience as a player with the National Football League. We've encouraged the young woman who was tempted to leave out her numerous awards showing horses in Madison Square Garden. We've prompted and then applauded the young professional woman who took the first and fearful steps involved in a major job change and then plowed resolutely ahead toward the success she now enjoys and deserves.

Now we are pleased to share our experience, our strategy and our philosophy with you as we publish this book, Does Your Resume Wear Blue Jeans? Sit back, read and learn how you can turn your resume into the properly dressed document it should be.

Does your resume wear blue jeans?

Not for long. Not for long.

C. EDWARD GOOD
Charlottesville, VA
January 17, 1985

1. "Whaddaya Mean A Toothpaste Commercial?"

Resume Defined

meghatározva, definiálva

I can best tell you what it is by telling you what it isn't.

Your resume does not document your life. It does not review your entire existence on earth. It does not drone on, in painful detail, boring the reader with your achievements as "Chairman of the High School Civitan Club's Car Wash Fundraising Committee, 4/79-5/79." It need not account for every job you've ever held. It certainly does not record your failures. Assuredly it omits those ho-hum "Interests" you have in "Jogging, Reading and Music."

Birthdates. Let's don't forget birthdates. No, let's do forget birthdates. Especially those offensive ones coinciding with the year of my high school graduation. Usually your resume is not your birth certificate. So, it'll probably omit your birthdate as well.

szüle-
ési bizonyítvány

Your resume is not your Social Security card. It doesn't proudly shout to the world, "I'm 123-45-6789."

Unless you're Burt Reynolds, your resume is not a centerfold in Cosmo. Unless you're Cheryl Tiegs, your resume is not the cover of Cover Girl. As a rule, no pictures.

Your resume is not one of the Dead Sea Scrolls. It should not be prepared on ancient, disintegrating paper. Neither should it appear on cheap onionskin complete with erasures. You know the kind. The one that makes employers wonder how that applicant could possibly do anything right.

Your resume is not an *szemsérbőtaraj* eyesore. It is not full of visual distortions giving the employer a blinding headache as she searches through your tortured format for the essence of you.

A Toothpaste Commercial

Had enough? Well, those are some of the things a resume is not. Therefore, it should be perfectly clear to you by now that a resume is a toothpaste commercial. That's right. A toothpaste commercial. Or, it functions just like a toothpaste commercial.

Let me prove my point. Take out your watch, preferably your jogger's watch. The one that calculates time in the thousandths of a second along with heart-beat, humidity and altitude. That's the one. Have you got it? Is it working? Okay. Let's do a test.

On the next page you'll find a resume, one that typically wears blue jeans. Now, when I say "Go," begin reading this typical resume. Are you ready? Okay. "Go!"

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8
 9 . . . 10 . . . 11 . . . 12 . . . 13 . . . 14 . . . 15 . . . 16
 17 . . . 18 . . . 19 . . . 20 . . . 21 . . . 22 . . . 23 . . . 24
 25 . . . 26 . . . 27 . . . 28 . . . 29 . . . 30 STOP!

R E S U M E

Hubert I. "Hubie" Jackson
Home address - 401 Main Street
Apt.# 345-2A
Springfield, Massachusetts 02139
Telephone: 617-234-4321

Date of Birth: 1/17/65
Health: Excellent
Availability: Immediate
Marital Status: Single

CAREER OBJECTIVE: A challenging and rewarding position in a company's Management Training Program.

EDUCATION: 9/1/83-6/6/87 BA History, St. Charles College
4657 River Pike
Springfield, Ma. 02345
Courses: History 101, History 102, History 103, History 104
Economics 202
Computers (Basic, Cobol, Pascal)

HONORS & AWARDS: Dean's List (1 semester)
Alpha Alpha Chi History honorary fraternity
--chairman, fundraising committee, 9/84-2/85
--vice-chairman, fundraising committee, 9/83-3/84
--also worked on the newsletter committee, 3/84-5/84
The Tattler (school newspaper) -- sports page layout dept.
--assisted editor and responsible for layout supervision

EMPLOYMENT: 6/1/83-8/30/83: Clerk Typist, AG Office, Commonwealth of Massachusetts
--general office duties in attorney general's office
--responsible for some research and running errands (including filing papers in court)

6/2/82-8/25/82: Clerk Typist, AG Office, Commonwealth of Massachusetts
--responsible for: typing court documents; helping in discovery proceedings; prepared reports; office management.

INTERESTS: Reading, Music, Jogging, All Sports.

EARLY BACKGROUND: Born and raised in Springfield, Massachusetts. Attended Springfield High School (valedictorian of senior class), Lettered 4 years on high school track team, winning state track meet in high hurdles. Elected president of student body.

REFERENCES: Available On Request.

vizsgálg
pillanás

30-Second Scan Rule

You've finished. "But," you say, "I haven't finished." I know you haven't finished. But I can tell you this:

The Prospective Employer Reviewing Your Resume Has Finished!

That's right. Prospective employers spend about 30 seconds reviewing your resume. Just 30 seconds. And if your resume wears blue jeans like the one you just didn't finish reading, there go your chances out the window. In 30 seconds your career hopes are dashed, your life crushed.

"But that isn't fair," you scream accurately. Well, I didn't say it's fair. I'm just telling you what actually happens when employers review resumes. So now you know that your chances for that "stimulating entry-level position offering the chance to use my organizational and communicative skills" are down the drain in 30 seconds flat.

After you calm down from this devastating bit of news, you might more soberly ask, "But how can any sensible employer make important employment decisions in just 30 seconds? If that company makes decisions like that, I don't want to work there anyway." As you continue to think about it, you might even conclude that this guy who writes books about resumes wearing blue jeans has got to have a loose seam somewhere.

Let me defend my point and myself. Employers do not use resumes to make hiring decisions. They use resumes to make interviewing decisions. So add this important fact to the list of what a resume isn't:

hiányzik egy kerete, nincs kiírás
ne Schraubelockerholg
4
ker-
ke

A Resume Does Not Get a Job.

A Resume Gets an Interview!

Put yourself in the employer's position. How many resumes do you think a large company receives? For that matter, how extensively can the owner or president of a small company review the many resumes received each week? What do you think a personnel officer is going to do with several hundred resumes pouring in to respond to a classified ad? Are the personnel officer and the personnel staff going to study each and every resume? Are they going to extend offers on the basis of a resume? Without talking to the person? Without checking references? No, they're not.

MEET THE EMPLOYMENT MANAGER

Let's look at the facts a little more carefully.

Although statistics vary, most personnel experts in large companies would agree that **the average employment manager reviews 20,000 resumes each year.** Using that figure let's do a little math. Let's give this overworked employment manager a two-week vacation each year. So, she has 400 resumes to review each week or **80 to review each working day. During the working day this employment manager is traveling and conducting interviews.** She's going to have to do her resume "reading" at night. Let's say she begins at 9:00 p.m.

There she is, facing a stack of 80 resumes. She picks up the first. Lo and behold, it's a mess. The format makes her squint. The typing looks like it came from an antique Underwood typewriter, the kind with black and red cloth ribbons. "Hmmm," she muses, "sloppy guy." Ten seconds have elapsed. She hastily puts the first in the "that's a reject" pile,

even though buried in the resume was the interesting bit of news that the applicant had a 3.4 GPA at a respected university.

She moves quickly to the next resume. She knows what she's looking for. She begins each resume with a scan, looking for the attributes valued by her company. When she spots those attributes, her scan becomes a "read." "Hmmm," she says, "Let's take a look at this one." That resume, which caught her eye, forced her attention to the attributes she was looking for in the first place. That resume she puts in the "let's take a look" pile.

In her stack of resumes most will end up in the "that's a reject" pile. Some in that pile were undoubtedly the resumes of qualified candidates. But they failed to understand what the employer was looking for and how best to display their credentials proving they had exactly what the employment manager wanted.

igazolb
irabol/képesedgek

Depressing Odds

In this typical company the employment manager might be responsible for hiring about 200 people per year. If she receives 20,000 resumes per year, then only 1 out of 100 is going to be hired. Also in this typical company she might interview 3-5 candidates for each position. This means only 3-5 resumes out of 100 are going to result in an interview. As our employment manager goes about tackling her rather large pile of resumes, she's used to finding only 3-5% that merit her time and the company's expense for an interview.

With the odds stacked so heavily against resume writers, why would anyone decrease their chances by producing a document that gets hastily scanned and almost immediately banished forever to the "that's a reject" pile? Why would anyone put blue jeans on a

resume when they wouldn't dream of going to an interview wearing blue jeans? The resume gets the interview. It should be properly dressed as well.

Improving Your Odds

If the odds are so bleak, you might conclude that any effort to improve them would be futile. Not so. At Word Store we've seen the incredible success of job applicants who pay proper attention to their resumes. We've heard from plenty of successful job seekers who've used our resume services. They've reported back many times that interviewers granted interviews simply because they wanted to see the people who cared so much about themselves and their careers that they prepared and submitted first-class resumes.

Remember, most people out there do as I used to do. They simply whip their resumes together. They pay little attention to content. They have only the vaguest idea about what a resume is supposed to do. They employ the most tortured writing styles. They produce busy and ineffective formats. They don't realize the importance of paper selection.

That's your competition. It therefore makes sense for you to have a resume that stands out. One that grabs the attention of the employment manager when she first picks it up for that 30-second review.

Yep, a Toothpaste Commercial

Back to our employment manager. There she sits with her pile of resumes. From experience she knows she can get through the pile giving only 30 seconds to each one. Later she'll carefully read and study the "let's take a look" pile. You've got 30 seconds of her time. Thirty seconds to make your pitch. Just 30 seconds to sell yourself.

And what else in life takes exactly 30 seconds? That's right. A toothpaste commercial! I think I just proved my point.

GETTING TO KNOW YOUR CONSUMER

Before an ad agency produces a 30-second TV commercial, what do you think it does first? Of course, the ad execs first brush their teeth with the client's toothpaste. "Tastes good," they say. "Whiter teeth, no doubt about that," they say. "Hmmm, fresher breath."

"But," they ask, "what does the consumer want?"

They set about conducting all kinds of studies and surveys to find out what turns the consumer on. What prompts a typical consumer to conclude: "That's my brand. It has what I want!" Through their careful study they find out what the consumer wants and then prepare their 30-second message to hammer home exactly what the consumer wants in the first place.

The first task in preparing your resume, your 30-second spot, is to find out what the consumer wants. You want to discover those attributes the employment manager is looking for. Once you thoroughly understand what turns on the employment managers of this world, you must find evidence of these attributes in your life, in your education, in your personal qualities, in your work experience, in your travel, in your language ability, in your interests.

If the ad agency discovers the consumer wants "whiter teeth" and "fresher breath," that's what the ad agency gives the consumer in the 30-second ad. And once you find out what the employment manager wants, that's what you will serve up in your 30-second toothpaste commercial . . . your resume.

2.
"What Do They Want
With Me Anyway?"

The Desires of Employers

Most people haven't the foggiest idea what employers are looking for. Even if they had some idea of the employers' desires, they probably never thought that their resumes should try to respond to those wants. Sure, most people think quite correctly that their resumes should impress the employer. But they incorrectly think they do impress employers by listing the events of their lives, rather than by portraying their experiences as evidence of the attributes the employers want.

You will not find a smart ad agency developing an expensive ad campaign without first trying to find out what the consumer wants. Oh sure, plenty of ads try to impose likes and dislikes on the consumer. But the truly successful advertisement caters to known consumer desires.

kielégíteni/ellátni vmit

You've got about 30 seconds of the employment manager's time to make your pitch. But what pitch?

It makes a great deal of sense to know exactly what it is the employer is looking for. Especially for those precious few seconds when the employment manager picks up your resume for that first, quick review.

The best way to find out what employers want is to ask them. That's exactly what the College Placement Council did when it surveyed the top college recruiters. Their responses, one must admit, read like the merit badges of an Eagle Scout, which seems to leave out you, me and most everyone. But I think as you review the list, you'll be able to find some evidence of yourself.

TRUSTWORTHY, LOYAL, HELPFUL . . .

Here are the 16 attributes most frequently mentioned by the nation's top corporate recruiters. Just listen to what your consumer wants. You'll begin to see how you must write your ad.

vállalati toborzó

1) Ability To Communicate

To be of much value to an employer you've simply got to be able to communicate. That means, at minimum, that you can talk and sign your name. Of course, employers prefer you to be able to do a great deal more than that. They want you to be able to organize your thoughts and present them coherently through the written or spoken word. They recognize that the brainiest of candidates for a position is not very valuable if he or she can't share those cosmic thoughts and ideas with others. They know how much time and money are wasted by convoluted "research studies" that wind up gathering dust on a shelf. They know the loss of productivity occasioned by the endless meeting, the one stretching on forever because the participants can't speak to the point succinctly, with no wasted effort and no excess words.

Employers also recognize communication as a two-way street. They want not only someone who can write and speak, but also someone who can listen. They want someone who is effective when on the receiving end of communication. Someone who can listen to an assignment, follow instructions, ask questions, clarify ambiguities, and finish the task in record time.

Finally, employers know the importance of "vibes." That's what I said. Vibes. Employers want someone with the right body language. Someone with the right presence. Someone who commands the respect of other employees. Employers do not want to hire someone who comes into a room and gives off the immediate feeling that someone just left.

Can you talk? Can you write? Can you listen? Do you make other people feel good? If so, you've got what employers are looking for. The ability to communicate.

2) Intelligence

"Uh oh," you say. "I was afraid of this. Here comes my GPA back to haunt me." Well, there's little doubt that employers want intelligent employees. But when I speak of intelligence, I don't necessarily mean the "brainy type." (Colleagues of my generation will remember the guys in high school, pants hiked up to their armpits, slide rules firmly buckled to their belts. Naturally, they're the ones running IBM or basking in their Jacuzzis out in the Silicon Valley these days.)

No, there are degrees of intelligence and different types of intelligence. Many employers would love to hire some intelligent high school graduates, some intelligent secretaries who never went to college, or some intelligent janitors who never went to high school. Employers are indeed very aware of "smarts," of "street sense," of "common sense."

Employers search for this attribute and call it intelligence. Employers want someone who can understand an assignment. Someone who can remember an assignment. Someone who can focus on an assignment and follow it through to completion. Employers want someone with ideas. Someone with originality. They want an "idea person." They want someone who can cut through the fog, see the gist of a problem, and set about solving it.

Employers are searching for these qualities, which they recognize as manifestations of intelligence. And they can and do find what they want in plenty of people who cannot boast of a 3.0 GPA. ?

Don't despair all you Phi Beta Kappas and Ph.D.'s. Without a doubt, employers are looking for you, too. In the technical and scientific fields, superior academic credentials rank at the top of employers' lists of requirements. Indeed, employment managers dance with glee when they find the candidate with superior intelligence, as well as the other qualities they want.

Of course, employers will flock to those fortunate few ranked at the top of their classes. But let's face it. I can say with certainty that only 10% of the entire college population ranks in the top 10% of their classes. Indeed, only one out of four college students ranks in the top 25%. The rest of us mortals can breathe a sigh of relief. There just aren't many people who rank at the top of the class. That leaves plenty of job opportunities for the rest of us.

So, if your GPA doesn't quite reach the magic 3.0, don't throw in the sponge and quit. Just remember, the numbers are on your side: 90% of the entire college population does not rank in the top 10% of the class!

Employers want intelligent people working for their companies. But given the choice between a candidate who has a 4.0 but shows none of the other 15 attri-

butes and a candidate who has a 2.5 but shows lots of pizzazz in the other qualities, many employers would opt for the second candidate.

3) Self-Confidence

Employers don't want wimps. Neither do they want the arrogant type whose view of himself far exceeds the reality of his worth. Somewhere between arrogance and wimpishness lies the quality of self-confidence.

There's no doubt about it. Employers want self-confident people working for their companies. They don't want somebody who shuffles through life. Somebody who never looks you in the eye. Somebody who constantly apologizes.

No. Employers want people with backbone. People who're willing to take a stand and defend it. People who have ideas and are willing to convince others of their merit. People who recognize their own worth and want to contribute it to the organization in exchange for a financial or professional reward.

You might legitimately ask, "How can I display my self-confidence on my resume?" Well, as you read the succeeding chapters in this book, you're going to find out that putting your resume together is in itself an exercise in self-confidence. You're going to learn that the effective resume shows not only what you've done with your life but also what you have accomplished. The mere act of showing your accomplishments in your resume demonstrates self-confidence. Thus, when you follow the instructions in this book, the style and tone of your resume will exude the requisite self-confidence.

But style and tone alone might not do the job of conveying your self-confidence. The nature of your experiences will show the quality as well. Employers

kifejezni, tolmácsolni, átadni; írásmód és hangszínezet (írály)

(vmiben) állást foglalni; nyomorogni, csoszogni, hátgerinc; jogosan; kimutatni; érdem; kiválasztani, kiizzadni, kiségezőzni; kellő, megkívánt

can spot self-confidence in college students who work one or more summers away from home, who independently earn money to travel extensively in the United States or abroad, who develop a new way of taking inventory in a shoe store, or who hold the same job for the same company for three consecutive summers. In short, you don't say in your resume, "I'm self-confident." Your experience shows it.

4) Willingness To Accept Responsibility

Employers want people who recognize that a task needs to be done and then go about getting it done. Employers are looking for people who will volunteer to tackle the hard job, indeed, the people who relish taking on the challenge of the hard job. Employers also want people who are willing to take on the thankless tasks, who are willing to pay their dues by working in the trenches, who know that successfully tending to the boring chores often leads to more thrilling responsibilities. *házi munka, aprómunka felelősségátvétel*

Employers don't want buck passers. Employers are looking for people who will admit their mistakes, fess up, and repair the damage.

? Employers want people who will respond positively and maturely to criticism. They are looking for those individuals who want their work criticized by others more in the know. They want those people who desire to improve their performance and who know they can do it more quickly and effectively by paying attention to critical comment from above.

5) Initiative *kezdemenyezés*

As an employer myself, I rank this quality near the top of my list of attributes. Self-starters. That's what employers want. They want people who can learn an overall operation and then work within it

with little or no supervision. **Self-motivators.** That's what employers want. They want people who can not only self-start but who can keep going. From beginning to end.

6) Leadership

Just as your GPA represents an assessment of your intelligence by the combined opinion of your professors, your leadership experience represents an assessment of your character by the combined opinion of your peers. And just as only 10% of the entire college population can rank in the top 10% of the class, the number of Presidents is limited by the total number of groups that elect them. The total number of Committee Chairmen is limited by the total number of committees. The number of Editors-in-Chief is limited by the number of college newspapers and yearbooks.

There's a finite number of Chiefs out there. But keep this in mind, too. Those recruiters for big corporations are not necessarily out to recruit the next Chief Executive Officer of their companies. Sure, they are looking for people who one day might be the big honcho. They are looking for people who display leadership qualities. But they know only too well that not everyone can be top-dog. *nagy kutya*

If you have never been elected President or Vice-President or Secretary or Treasurer, named Foreman, or appointed Chairman, please do not despair and give up on life. Recruiters know that leadership qualities often bloom later in life, in the 20s, 30s, 40s or beyond. They also know of many Big People On Campus who've busted.

Now that I've made the Indians feel good, let's make the Chiefs feel even better. Undoubtedly, employers are looking for evidence of leadership. When they recruit for their management training programs,

they are trying to find the future leaders of their companies. So, if you've already made your mark as a leader and shown strength in other attributes as well, you can rest assured your efforts will be rewarded. If, on the other hand, you're letting life slip on by, perhaps it's time to get involved in some activities and try your hand at motivating and guiding your peers.

7) Energy Level *energiaszint*

Quite simply, employers are looking for people who know what hard work is all about. They are looking for those people who don't poop out, for those accustomed to work, for those who relish work, for those who don't complain about how hard their jobs are.

This attribute gives the low-GPA person or the person who hasn't been involved in many activities the chance to shine. Perhaps the low GPA is due to working 20 hours per week during school. Perhaps the tendency not to join a fraternity, sorority or club is attributable to a lack of funds. *diákszöveteg, diákegyesület*

Believe me when I say that recruiters will open their eyes wide when they see evidence of someone making money the old-fashioned way. They will relish the thought of employing someone who held several summer jobs simultaneously, someone who worked during school, someone who paid for a substantial part of their education costs. *tulajdonítható (vminek)*

If you're already a hard worker, you might indeed have a leg up on the preppy who spends his summers checking his stocks on the Big Board as he leaps out of bed everyday at the crack of noon. Yes, there still is room for the modern-day Horatio or Hortense Alger, and recruiters will know them when they see them.

hogy
tündő-
köljön

8) Imagination képzélet, képzelőerő

Naturally enough, this attribute is closely linked to Intelligence. But "imagination" denotes more than the "common sense" or "street sense" I spoke of above. Employers are looking for the people who can find solutions to problems, especially the problems that often have no common or "textbook" solutions.

Employers want innovators. Employers want what the world of yore called the "Idea Man." Employers seek entrepreneurial talent. They search for those people whose minds constantly churn with ideas. They hope to find the people who imagine solutions to problems. People who can't imagine not finding a solution.

9) Flexibility rugalmasság

Employers want people who can adapt to different situations. They do not want people transfixed by one way of thinking. They do not want people rigidly set in their ways. Instead, they look for people who are capable of change, people who are receptive to new ideas and situations, people who can effectively evaluate a variety of opinions on how to perform a task.

If you think about it a moment, perhaps your having lived in various parts of the country shows your flexibility. Perhaps your travel abroad shows your adaptability. Perhaps your job one summer digging ditches and the next summer working as an aide in the state legislature shows how you can successfully function with a variety of people.

10) Interpersonal Skills emberközi képességek

I hate this term. Interpersonal Skills. I don't know why. I just do. I guess the term "skills" con-

jures up images of someone actually practicing how to get along with other people, perhaps even in front of a mirror. Oh well, it's a term that seems to be accepted by most everyone. It keeps cropping up. I guess I'll have to live with it.

What it means, I think, is this. Someone who possesses these skills is capable of getting along with other people. I think it means that someone who has these skills makes other people feel good about themselves. I would imagine that someone blessed with these skills (or perhaps someone who has practiced them?) has a pleasant personality and a healthy self-image.

If that's what the term means, then I can tell you for sure that employers want people who have the requisite Interpersonal Skills. Do you think for a minute that employers want to hire someone with a rotten disposition? Someone who would make a small baby gag? Someone who spends more time gossiping in the office than getting the work done? Someone who's a back biter? Someone who never smiles?

Do you think employers want to hire a boo-leader? Someone who constantly complains? Someone who's only out for themselves? Someone who worries incessantly about the other guy's success and will go to almost any lengths to prevent it?

No, employers don't want those people. They want positive people. People who make other people feel good about themselves and about their company or organization. They're looking for people who bring out the best in other people. People who convey a positive and upbeat image of themselves and consequently the company.

Though I hate to use the term, I'm convinced employers want people who have "Interpersonal Skills."

11) Self-Knowledge *önismeret*

Employers are watchful for those people who don't really know themselves. They are very careful to avoid people with a lot of hang-ups, people whose self-images are so far removed from reality that they're headed straight for trouble. Employers are looking for those people who can realistically assess their own capabilities, people who can see themselves as others see them.

Employers want to find people who have correctly concluded they are right for a particular position. They will avoid those who come on too strong seeking a position for which they are ill equipped.

Get to know yourself. Follow the procedures in the next chapter to get acquainted with yourself. Find out what you like to do. Find out what you're good at doing. Find out the type of living conditions you want. Find out where you want to live. Find out if you want to make money and why. Discover all these things about yourself. Then you'll pick the right job. And you'll have the requisite self-knowledge employers are looking for in the first place.

Képesség összetűzést rendezni

12) Ability To Handle Conflict

*hangzatos?
divatos?*

Ah, this gives us the chance to use another fancy term. Try this on for size: Stress Management. Now that's a good one. Perhaps even better than Interpersonal Skills.

I think people with good skills in Stress Management can "take it." I think the term means they can roll with the punches. I think it means they can function under pressure. I'm sure it means they don't go screaming from the room when things get a bit tough.

I don't think it describes people hooked on Stress Tabs, loaded up with all sorts of vitamins. You know, those who break out in a cold sweat dreaming up new ways to be less stressed. I don't think the term includes people who get all lathered up when they wake up to a rainy day that messes up their early morning 20-mile run, which they read somewhere would make them less stressed.

Whatever it means, employers want it. They want people who don't panic. They want people who remain calm under pressure. They want people who aren't easily flustered. They want people who don't get all out-of-joint if things don't exactly go their way. They want, I'm sure, good Stress Managers.

összezavarni
megzavarni
13) Goal Achievement

célmegvalósítás célbaérés, céltelérés

Employers are looking for people who can identify goals, work toward those goals, and reach those goals. Because of the dollar, the business world is easily measured: either you spend less money or you make more money. So, if you're on the production end of things, your goal is to make more things better for less money. On the sales side your goal is to sell more things to generate more income.

Because the business world is so easily measured, employers want people who are accustomed to setting goals, working toward goals, and achieving goals. Even in the nonbusiness world employers are concerned with goal setting and goal getting. Of course, at this stage of the game of life, your own goals might not have been measurable in dollars. They might have been simply: getting admitted to a particular college, attaining a certain grade in a certain course, getting a particular summer job, winning a particular race, or tackling a particular project. So even if you didn't know it, you probably have been operating under some set of goals.

14) Competitiveness versenyképesség

In the business world the name of the game is competition. Now there's the healthful kind of competition: "I love to win." And the unhealthy kind of competition: "I love to see the other guy lose!" I'm fairly certain employers would quickly spot the unhealthy competitor and conclude that this distasteful individual lacks the requisite Interpersonal Skills.

Competition is important. I agree. But I'm afraid that many employers have decided there is only one kind of competition: athletic competition. Have you noticed how businesses climb all over themselves to get on the sports bandwagon? Have you noticed how McDonald's somehow equates the drive of Olympians with the drive to make a better Big Mac? What on earth does 7-Eleven, a place where you can get a Twinkie at 3:00 in the morning, have to do with world-class cyclers? And anybody with a grain of sense knows that competitive runners breaking the four-minute mile don't drink a lot of Lite Beer From Miller.

zenészkocsi, szekér (re felkapaszkodni)

kiegyenlíteni

What's the big deal about athletic competition?

I remember well an interview with a law firm I had back in the 1970s. Here is the question I got from a senior partner of a respected law firm: "Mr. Good, tell me, what has been your athletic background. I mean, we've found that those who succeed on the playing field undoubtedly will succeed in the courtroom." Well, in those days I didn't know the tricks I know now. I should have responded: "Mr. Jones, I'm not an athlete. I preferred to compete in the classroom instead."

You've probably gathered by now that I'm no jock. You're right. But knowing what I know about the apparent importance of sports, let me first give the jocks some advice and then deal with the rest of us mortals.

halandó

Jocks, if you've got it, flaunt it. Right on your resume. If you lettered four years in varsity football, put it down on your resume. If you're an All American Basketball Player, milk it for everything it's worth. If you captained the championship field hockey team, prominently display this fact on your resume.

Now for the rest of us. Competition is extremely important. But if you're like me and your feet go one way when your brain commands them to go the other, that does not mean you lack competitive drive. And just because you'll never, ever have the chance to sink a 30-foot jumper with three seconds left on the clock does not mean you lack assertiveness. Indeed, some of the most competitive people I know literally have never reached first base. But metaphorically, they've hit home runs all their lives.

So, nonjocks, show your competitive spirit as you've competed in the classroom. Show how you've competed politically. Show your zest for a good battle in the sales arena. There are plenty of places for all-out competition other than the playing field. Realize that employers want this attribute and figure out those events in your life that show you like a good fight, you like to win, and you hate to lose.

15) Vocational Skills *szakképesítések*

If you're applying for a computer job, you'd better know computers. If you're applying for a position with a bank, you'd better like numbers. If you want to work for a newspaper, you'd better be able to write. Quite simply, before you go out looking for a job, you've got to have the requisite skills. Employers don't want to spend a lot of money teaching you how to do what you should already know.

"But," you lament, "I've only got a liberal arts degree. I learned a lot in college and had a lot of fun. But, geeze, they didn't teach me to do anything."

Ah, but there you're wrong. Your college experience taught you to think. It taught you to solve problems, analytical problems and, one hopes, practical problems. Your college experience taught you to communicate, to write, to speak, to stand on your feet. College life taught you to be independent, to get along with other people, to resolve conflicts, to persuade others, to lead others, to accept or at least consider the views of others. College life weaned you from Mom and Dad. During your college experience you arrived as a child and left, one hopes, as an adult.

Let's face it. You learned a great deal in college.

But there's no getting around it; today's world is highly technical. The business manager must be able to read and understand a financial statement, to know the difference between fixed costs and variable costs, to forecast sales, to project expenses, to hire the right people, to rent the right space at the right location, to bargain with the union, to order the right computer printout, and the list goes on and on.

So, if you think your liberal arts degree left you lacking in specific skills, get going and sign up for some night courses or summer courses. Indeed, at many universities around the country business schools are conducting summer institutes for unemployed Ph.D.'s. So, for the liberal arts B.A. person who feels a distinct lack of "vocational skills," here are some scholarly words of wisdom from Longfellow: "It's time to be up and doing."

16) Direction *irányulás irányultság*

We reach the end of our list of attributes and find "Direction." What does that mean? Well, it describes people who have defined their personal and professional needs. Employers want people who know what they want in life and why, people who are willing to work toward their goals, people who know what kind

of employment position will mesh with their knowledge, skills and personal desires.

By carefully assessing yourself you should be able to define the work you want, the type of company or organization you want to work for, the location in the country where you want to live. That's "Direction." And even though it will change in the next five to 10 years, the trick is to have a direction now and follow it up by pursuing the right job with the right company in the right city.

The above 16 attributes were identified by a survey of the major corporate employers in the United States. Other evidence shows similar corporate desires. First, I read a letter from a major recruiter to a college placement office outlining exactly what the company was looking for in its new employees. Here's the recruiter's list: Oral Communication, Job Motivation, Planning and Organizing, Attention to Detail, Leadership, Analysis, Stress Tolerance, Initiative, Practical Learning, Energy, Decision Making, Career Ambition, and Persuasiveness. Second, a very large American corporation equips its interviewers with a rating sheet. Here are the criteria the interviewers use in ranking the applicants: Adaptability, Career Preparation, Job-Related Knowledge and Skills, Communication Skills, Leadership, and Energy Level.

FRIENDLY, COURTEOUS, KIND . . .

Sound familiar? Sure. They're all looking for the same thing. A Boy/Girl Scout. Someone who is Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Brave, Clean and Reverent. (I think I left one out and probably got them out of order.) But you should have no doubt that employers know what they want.

engedelmes

disztelettudó

Now you must show 'em you've got the right stuff.

3. "Have I Got The Right Stuff?"

Self-Analysis

Okay. You know what employers want with you. Now you've got to figure out if you've got the right stuff. To keep alive our analogy to toothpaste commercials, you know what the consumer wants. Now you've got to study your product and see how to package it to cater to the consumer's desires.

As you take a look at your product, at yourself, at your life, you absolutely must keep at the forefront of your thinking those attributes the employers are seeking. As you take stock of yourself, you must conclude that yes, indeed, your experiences demonstrate those same attributes the employers want. Thus, you've got to look not only at what you've done, but also at what you've accomplished. You must look at yourself in light of those attributes the employers are looking for.

Let me demonstrate the process by example. During your assessment of yourself, which I've outlined below, you might be thinking back to the summer

after your sophomore year in college. You remember. The summer when you waited tables at Bill's Bar and Grill during the day and did volunteer work for the rescue squad at night. Now the typical resume would describe this job as follows:

Waiter, Bill's Bar and Grill, Inc., Chattanooga, TN
 Summer 1981. Waited tables and helped in the kitchen.

ROSS!

Now that's a bummer. That resume flunks! Keep in mind what the employer wants. A Waiter? A Kitchen Helper? No, the employer wants people with Interpersonal Skills, Stress Management Skills, Energy Level and Adaptability. So, you think back about that job and realize that you served truckers at Bill's Bar and Grill, a truck stop on a busy interstate highway. And as you think back, you realize that you handled those ornery truckers pretty well, that you often had to remember to serve many simultaneously, that you handled their complaints positively and calmly. Then you realize that you worked 50 hours per week at Bill's and 20 more hours per week at the rescue squad at night. It then begins to dawn on you that you exhibited Stress Management, Interpersonal Skills, Adaptability, and a high Energy Level (you worked your tail off that summer).

kezd derengeni

Keeping those attributes in mind you write a winning resume entry like this:

Employment: Bill's Bar and Grill, Chattanooga, Tennessee.
 Waited tables serving interstate truckers in a fast-paced truck stop. Responded positively and calmly to any customer complaints. Worked 50 hours per week while simultaneously volunteering 20 hours per week to the local rescue squad.
 Summer 1981.

JÓ!

Think for a minute. You didn't use the words Stress Management, Interpersonal Skills, Adaptability

or Energy Level. But those are the precise messages you conveyed on your resume. Remember. The employer is no dummy. The employer knows what she wants. The employer will get the message. So, you showed the employer that you're adaptable (you're seeking a white-collar job but worked well in a blue-collar environment), you managed stress and got along extremely well with people (fast-paced restaurant, calmly responding to complaints), and you worked hard (70 hours per week).

So, if you've forgotten the attributes, go back right now to Chapter 2 and write down the 16 qualities employers want in their employees. Keep the list handy because you're about to create some lists about yourself as you take a trip down nostalgia lane.

Take a Deep Breath . . .

Are you ready? Well, I don't think you are. I think you have some doubts about this. I think you're saying, "Geeze, this guy is trying to teach me to be an arrogant so-and-so. I can't write a resume and brag about myself. Doesn't he know humility is a virtue? How can I possibly make that job slinging hash sound like a business study in Customer Relations at the Harvard Business School?"

dáza-
tosság

Let me quell your doubts. You should not be arrogant, but neither should you be a shrinking violet. (Employers want someone who is self-confident, right?) Certainly you've accomplished something in your life. Did you or did you not deal effectively with customers when you were slinging hash at Bill's? If you did, you should say so. If you didn't, if you constantly haggled with the customers, and even came to blows with those burly truckers, then maybe we can rephrase it to show you were "assertive with unruly clientele." Or maybe you should leave out your customer relations skills altogether and focus on your "successful operation of the cash register" and

feketlen,
zabolátlan

vevőkör,
vendégkör,
ügyfélkör

átfogalmazni

magabiztos

your "responsibility to make night deposits exceeding \$2,000."

The point is this. In almost any job, in almost any activity, in almost any sport, in almost any course you've taken, in almost everything you've done, you've accomplished something worthwhile. You've done something that shows you have the traits employers want.

You've got 30 seconds of the employer's time when she reviews your resume. Your task is to show what you have accomplished in your life. These accomplishments must prove you've got the right stuff.

You won't find an ad saying: "We think we've got a pretty good toothpaste. Give it a try. Maybe you'll like it." But that's the same message as "Waited tables and helped in the kitchen." What employer in her right mind wants to hire a waiter and a kitchen helper to participate in a highly expensive management training program? Not any employers I know.

Except maybe the employer in Chattanooga at a place called Bill's Bar and Grill. If that's the job you want, go for it.

Think for another minute. Remember attribute #11, "Self-Knowledge." If you overpuff in your resume, if you put a \$50 saddle on a mule and try to call it a show horse, then the employer can rightly conclude that you lack self-knowledge. Let's face it, you do want a tasteful resume, not an ad for Fast Eddie's Used Cars or even a toothpaste commercial. You have to find the happy medium between arrogance and wimpishness. At that point your resume must balance.

To be successful your resume must toot your own horn. Nobody else will toot your horn properly, not even your references. You must toot it yourself.

Thus, the next task before writing your ad is to analyze your product. Get ready. Toss your humility

out the window and take the following trip of self-assessment.

GO BLOW YOUR HORN

Here we go. Follow these nine steps.

1) Find a quiet place where you can be alone. Be sure to take along a legal pad. And don't forget, leave your humility behind.

2) Tear off four sheets of paper from the legal pad. At the top of the first, write "Education." At the top of the second, write "Things I've Done for Pay." At the top of the third, write "Things I've Done for Free." At the top of the fourth, write "Things I Like To Do and Have Done Well."

3) On the Education page, write down the names of the colleges you've attended, their cities and states or countries, and the dates you attended. Write down the degree you received or expect to receive. Write down the date of your degree or anticipated degree. Now here's a real mental exercise for you: write down all courses you've taken. Write down the subjects or titles of any papers you've written. Write down your cumulative GPA, your GPA in your major, your GPA in the last two years, your GPA in the last year. Write down your SAT scores, GRE scores, LSAT scores, or any other relevant scores on academic ability tests.

4) On the "Things I've Done for Pay" page, write down the names of every employer you've had and the positions you've held. If your job really didn't have an official "position name," then make one up that accurately and honestly describes the type of work

you did. For each job, write down everything you did, your actual tasks. Also write down the beginning and ending dates for each job you held. Now, and most important, write down what you achieved at each job. (Review Chapter 2 and look carefully at the list of 16 attributes.) What did you do that shows you have what the employers are looking for? Did you work hard? If so, how many hours per week? Did you come up with new ways of doing things? Did you handle money? If so, how much each day, how much each week, how much over the entire course of your job? Did you do any writing? Did you help train anybody else? If so, how many people? Did you supervise any other people? If so, how many? Did you work effectively as a member of a team? Did you reach any goals or objectives? Did you set any records? Think now. What did you achieve? How did you make a difference?

5) On the "Things I've Done for Free" page, write down every group or organization you've been affiliated with since the 10th grade in school. Jot down any offices you held. Were you elected? Selected? If so, out of how many applicants? Include a brief description of what you did with these groups. What were your accomplishments? Again, keep the 16 attributes in mind. Also on this page, write down any honors or awards you've received. Be sure you include parenthetically next to each honor or award a brief description of what the honor or award represented. What quality did the honor or award recognize? How many others received the award? What was the size of the population from which the winners of the honor or award were chosen? Again, take a hard look at this page. Look at your "activities," at your "honors," at your "awards," at your "community service." What attribute in you was recognized by these awards or honors? What quality did you display by participating in these activities? I simply cannot stress enough how important it is that your resume not only summarize what you did but also what you accomplished and what qualities you demonstrated.

6) Take out the page entitled "Things I Like To Do and Have Done Well." Think back to high school and remember what you did. Do the same for college. Focus on any aspects of your life. Simply list what you like to do. Describe your major conquests, the things you've done the best.

Now comes the hard part. Compare the "Pay" page, the "Free" page and the "Like To Do" page. Is the information on all three pages quite similar? If so, you can conclude that you are a well-directed person, doing what you like to do. You like your work. You like your activities. You like your rewards for your accomplishments. Good for you. You have "Direction."

But if the information on the three pages differs, don't despair. Perhaps this means you've had to take jobs you didn't particularly like simply for financial reasons. That could mean you're adaptable and hard-working. If your "Like To Do" page totally differs from your "Pay" and "Free" pages, perhaps that means you have well-rounded interests, uniquely appealing interests that should appear on your resume.

7) Look over the "Pay," "Free" and "Like To Do" pages. Do you see any patterns? Are there any attributes that appear on all three pages? For example, if you say on the "Like To Do" page that you "enjoy writing," and lo and behold on the "Pay" page that you held a job as a copy editor on a newspaper, and on the "Free" page that you served as a reporter on your college newspaper, then you're well on your way to deciding what kind of resume you should have (as revealed in the next chapter). If you don't see much overlap, then you too are well on your way to deciding what kind of resume you should have (as revealed in the next chapter).

→
d. Hede's

8) Take out another sheet of paper and write the word "References" at the top. List any people in

your entire life (no relatives!) who would blow their horns for you. List their titles, e.g., President, Manager, Professor. Look over the list of names. If any of these people is recognizable by name, e.g., a well-known national or local leader, then you might very well decide to use these people as references on your resume. Look over the list of titles. If the titles are impressive, then you might decide to use these people as references, too. Begin to locate current addresses and telephone numbers. In a later chapter I'll discuss ways to deal with "References" on your resume.

9) Take out your "Pay" page and look over your positions. List them chronologically, the most recent listed first. When you've completed the list in chronological order, look down the list and see if you find any that is more impressive than the first-listed. Put a big red circle around the more impressive positions. Can you identify these more impressive positions as being in a particular subcategory of employment? For example, can you portray these more impressive positions as Writing Experience, Sales Experience, Computer Experience, or any other category you can dream up? If so, write this subcategory in large letters next to these more impressive positions.

YOU'VE ONLY JUST BEGUN

Don't for a minute think that you've written your resume. You haven't. You've only taken some notes on yourself. As the resume-writing procedure unfolds in later chapters, you'll begin to see more clearly the form, content and style your ultimate toothpaste commercial will take. All you've done so far is to research your consumer and your product.

Now let's study the three kinds of resumes. Then you can pick the most effective way to write your 30-second message to your future employer.

4. "What Kind Of Resume Is Right For Me?"

Resume Types

Basically, there are three kinds of resumes: the Chronological Resume, the Functional Resume and the Combination Resume. The Chronological Resume categorizes your life in chronological order, from the most recent back in time within each category. The Functional Resume, on the other hand, describes your abilities or competencies without regard to category of experience or to the chronology of events. The Combination Resume adopts the chronological approach for most of your life but includes a functional-like description of your strongest points. To help you decide which resume is right for you, let's take a look at each.

Chronological Resume

The Chronological Resume reveals your Education, Employment, Activities, and perhaps other information about you in chronological order with the most recent

event under each ^{cim} heading listed first. The entries in the Chronological Resume will be colleges, groups, organizations, clubs, employers, teams, that is to say "entities." The content of each entry in the Chronological Resume describes what you did, when you did it, and what you accomplished. Naturally, you will write each entry with the consumer in mind. You know what employers are looking for, so you'll describe your experiences in a way that proves you've got the right stuff.

The Chronological Resume is the most common. In fact, most employers prefer the Chronological Resume. Let's review its advantages and disadvantages to see if it's right for you. On the plus side the Chronological Resume enables you to highlight the jobs you have had, the organizations you have been affiliated with, the positions of leadership you have held. It enables the employer to track your career, to see evidence of advancement, to see diversity, to see accomplishments. Employers like the Chronological Resume because it enables them to make their own conclusions about your attributes, your competencies, your abilities.

On the negative side the Chronological Resume makes it difficult for you to hide gaps in your employment (such as the summer you spent relaxing by the pool contemplating the origins of the universe). In the Chronological Resume it's hard to conceal what you think are distinctly unexciting jobs (such as the summer you mowed a few yards to earn extra "entertainment funds.") Finally, the Chronological Resume makes it difficult to reveal true abilities you do have that simply don't show up very well in a chronological listing of experiences.

Functional Resume

The Functional Resume is entirely different. Instead of recording events by listing the "entities"

you've worked for or been affiliated with, the Functional Resume describes your "competencies" or "abilities" as represented by your jobs or activities or athletics or travel or whatever. To demonstrate what a Functional Resume is, I'll provide an example.

Suppose you've got a lot of entrepreneurial talent. You've correctly concluded that you have this talent because you spotted a recurring entrepreneurial pattern on your "Pay" page, your "Free" page, and your "Like To Do" page. On your "Pay" page you wrote that you ran a lemonade stand at age six, which grossed \$350 in only three weeks. (That was a long time ago, but you do think it's significant.) Also on your "Pay" page you recalled the birthday cake delivery service you ran during your sophomore year in college. On your "Free" page you wrote down that project you dreamed up for the high school football team to sell advertising space in the football programs. You also wrote down a description of the rock concerts you successfully organized to raise money for your fraternity. And on the "Like to Do" page you wrote: "Enjoy dreaming up new ideas and putting them into action to earn money."

If you choose a Chronological Resume, then where and how is this entrepreneurial talent of yours going to be revealed? The lemonade stand probably should be under "Employment"; if it is, it'll be the last entry in the chronological format. Perhaps you'd decide to create a special heading called "Early Background" or "Personal Background" in which you would reveal your entrepreneurial conquests as a child. The birthday cake delivery service? You'd probably put that under "Employment" along with those ho-hum jobs you had to take back home to earn enough funds to return to college the next year. The high school football project? Well, that would probably come under "Activities" or perhaps "Athletics." The rock concerts? They would probably come under "Activities" as well. You can see that your very real ability in entrepreneurship is scattered among several different headings in the Chronological Resume.

The Functional Resume, on the other hand, allows you to lump all these events in your life under one heading as follows:

Entrepreneurial Ability:

Ran successful lemonade stand at age 6, which grossed \$350 in only 3 weeks; launched money-making series of rock concerts for fraternity in senior year of college; started and successfully operated a birthday cake delivery service in sophomore year, which paid for more than 50% of college costs; instituted for the first time the sale of advertising space in high school football program resulting in gross revenues of \$2,500 during the first year of operation.

You can readily see that the Functional Resume can be a very effective tool. It can convey a very real ability that will spark an employer's interest. But, a word of caution. Employers don't like the Functional Resume. They'd rather make their own conclusions about your "abilities" or "competencies."

I think employers are correct in their dislike of the Functional Resume for one important reason: resume writers incorrectly choose the Functional Resume. They've seen some sample Functional Resumes and try to plug their lives into them when their lives simply don't fit. They list a superimpressive heading such as "Leadership Ability" and then fill it with unimpressive information.

Resume writers incorrectly choose the Functional Resume because they incorrectly conclude they have to use certain headings, which don't really pertain to their ability or experience. They incorrectly think that every Functional Resume must have this broad heading: "Demonstrated Skills" or "Competencies." They then proceed to put in the subheadings of the sample resume they're cribbing. (Yeah, I know you do it, and I'll have a word about that later.) Then

they try to squeeze their lives into the copied format. Here's what they end up with:

DEMONSTRATED SKILLS:

Leadership: Served on Alumni Day Committee of college sorority. Volunteered to help with fundraising projects of high school service club.

Writing Skills: Wrote 2 term papers for college history course.

Interpersonal Skills: During high school employment and college summer employment, worked directly with customers at a fashion boutique. Also served as a Big Sister for a disadvantaged child during college.

This reveals somebody trying to say she's exhibited leadership qualities when she hasn't. She's trying to show writing experience when she has very little. It turns out that this individual does have good Interpersonal Skills she developed at the fashion boutique. But you know what? This person also held that fashion boutique job for four straight summers, was given increases in pay each summer, took over management of the office during the owner's absence, and worked more than 50 hours per week during the summers and 20 hours per week during high school academic years. Her remarkable "Energy Level" message was totally lost because she was trying to squeeze her life into another person's Functional Resume.

Follow these rules in deciding whether to use the Functional Resume: 1) be sure that you and not somebody else chooses the headings; 2) make certain that you really possess strong evidence of the attributes described by those headings; 3) be certain that the Functional Resume is the only way you can reveal this very strong quality about yourself; and 4) make sure that the quality appears on all of your self-

assessment pages, or at least on the "Pay," "Free" and "Like To Do" pages. If the quality doesn't appear on these three pages, chances are it isn't that per-
vative in your life.

Combination Resume

Finally, the Combination Resume. This resume is simply a Chronological Resume with one or two Functional headings. In other words, you follow a chronological format for Education, Employment and perhaps Activities. But one of your qualities is really strong. So, you drive home this point in a Functional heading like the "Entrepreneurial Ability" example above.

WHICH RESUME IS RIGHT FOR YOU?

The overwhelming majority of people should use the Chronological resume simply because employers prefer it. Rarely, if ever, should you use a strictly Functional Resume. Few people are extremely strong in a sufficient number of categories or headings to fill up a Functional Resume. Of course, if you have extremely good experiences that demonstrate a highly desirable attribute, and those experiences would be scattered in a Chronological Resume, you should use the Combination Resume and include a heading that appropriately describes this strength.

Now you know what employers want. Now you know a bit about yourself and have identified those desirable attributes you possess. And now you know the three kinds of resumes that can communicate your message.

It's time to get down to the nuts and bolts. Let's look at the basic structure of resumes so you can begin to put your resume together.

5. "What's This Thing Got In It?"

Resume Structure

We're now going to review the parts of a resume and learn the terms: Caption, Objective, Headings, Entries, Leads and Dates.

fejlec(eles)
CAPTION

hivatalos

All resumes should begin with the Caption. The Caption simply reveals your name, address and telephone number. Your name should be your formal name. If it's James Frederick McAllister and you go by "Fred," then your name should appear as J. Frederick McAllister. Don't include your nickname; employers can learn that in the interview. So, Buffy and Zack are out. Do not write: Anne St. Marie "Buffy" Cox. Generally your name should be centered at the top of your resume, although some people effectively put it flush to the far left margin. Try to accentuate your name by putting it in capital letters or in bold type.

egy síkban
(vmivel)

Finally, you should not put the word "RESUME" at the top of your resume. Employers know what they're reading.

Two-Address Caption *Kétcímes fejléc*

If you are currently in college and not residing at home, then you definitely should include two addresses. You can call one your "School Address" or "Current Address" or "Present Address." The other you can call your "Home Address" or "Permanent Address." You want to include both in case the employer wants to invite you for an interview during the Christmas vacation and cannot reach you at your school address. Your telephone numbers at school and at home should appear as the last bit of information in the respective addresses. Thus, your two-address Caption should appear as follows:

J. FREDERICK McALLISTER

School Address:
134 Cabell Avenue, N.W.
Charlottesville, VA 22901
(804) 999-8989

Home Address:
301 Gentry Lane
Baltimore, MD 32122
(301) 442-4444

One-Address Caption *Egycímes fejléc*

If you have only one address, then you may center it under your centered name. Or, if you've put your name to the far left margin, put your address and telephone number directly under your name. Thus, here are two examples of the one-address Caption:

J. FREDERICK McALLISTER
301 Gentry Lane
Baltimore, MD 32122
(301) 442-4444

J. FREDERICK McALLISTER
301 Gentry Lane
Baltimore, MD 32122
(301) 442-4444

Office Address

Finally, if you're currently working for one company and are putting your resume together in order to find a better, higher-paying position, you've got to be careful about using a two-address Caption with both home and work addresses or a one-address Caption with both home and work telephone numbers. If you currently work for an impressive company, then there are some very good arguments that you should include an "Office Address." The question boils down to whether you want your current employer's receptionist to receive telephone calls from your prospective employers. Sometimes it's good for your current employers to know you're looking around. Suddenly they'll see your value and offer you a raise. But if you feel uncomfortable, you should probably exclude your office address and office telephone number. Instead, give out this information in your cover letters and request employers to contact you in confidence.

(vmiben)
kikris-
talyo-
sodni

tárgy(alás), cél(pont)
OBJECTIVE

Some resumes will have an Objective, also called a Job Objective or a Career Objective. Writing the Objective is extremely difficult. Before you even try to write a Job Objective, you should first decide whether you really have an Objective.

Many college students, for example, don't really know what they want to do. Fact is, many don't even know what there is to do in this world. Let's face it, colleges don't exactly teach you what you can do

with your life. So, it's quite likely that many people in college won't know what they want to do. The answer for you is simple: do not include an Objective on your resume! The last thing you want to do is write one of those terribly soupy Objectives like this:

Objective: To obtain an exciting and challenging position enabling me to apply my organizational and interpersonal skills.

Yech! That Objective shows no "Direction" at all.

Do You Really Have an Objective?

To have a true Job Objective you should be able to answer two and perhaps three questions: 1) What kind of position do I seek? 2) What kind of company or organization do I want to work for? 3) Where in the United States or the world do I want to live? If you really do have an Objective that is position-specific, industry- or organization-specific, and perhaps location-specific, then you should write a Job Objective.

For instance, if you want to work in public relations or advertising with a large company in the Northeast, then your Objective can say:

Objective: An advertising or public relations position with a large company in the Northeast.

I remember talking with a college senior who wanted to go into investment banking on Wall Street. He had written a host of possible objectives. I quizzed

egy sereg...

levizsgáztatni,
kifaggatni

him extensively about investment bankers. We both agreed they were not the type of people who would be thrilled about an applicant who seeks "an exciting position that will utilize my interpersonal skills and extensive background in finance." We agreed that investment bankers are probably a pretty conservative bunch. So, here's the terse Objective we devised:

kitegjedt, tejedelmes tömör, velős, magvas kigondolni,
tag, átfogó, alapos, messzemenő kiagyalni,
Objective: Investment Banking. kitervezni,
bankárság, bankügy kimódolni,
kitalálni

The "What's In It For You" Objective

When you write your Objective, keep one thing in mind. Most people write an Objective that really says, "What's in it for me?" Hence, we see these Objectives:

ennel fogva

Objective: A challenging position in sales that will utilize my highly developed interpersonal skills and provide opportunities for advancement.

Objective: To obtain an entry-level position in a management training program that will utilize my skills in management, finance, and accounting, and will offer professional rewards.

I believe the effective Objective says more. Not just "What's in it for me?" but "What's in it for the employer?" Thus, when you write your Objective, try to figure out how the employer will benefit from hiring you and then say that in the Objective. One effective way, of course, is simply to use the verb "benefit." Look at these two examples:

Objective: An entry-level position in a management training program with a company that will benefit from my highly developed organizational skills and solid background in finance.

Objective: To work with a commercial bank in the Sun Belt that will benefit from my extensive background in Accounting, my proven desire to produce consistently good work, and my insistence on professionalism.

Now those Objectives certainly toot the horn of the resume writer, but they also say the employer will benefit. They make the employment manager want to meet the people who wrote those Objectives. And, indeed, that's the purpose of a resume: to get an interview.

One of these days I guess we'll see the truly honest Job Objective. Somebody out there please try this one and let me know how it works!

Objective: To make a bunch of money. For my company. And for me.

(sz) sokféle
sokréteű, többreű, többféle,
Multiple Objectives

beszoritani, beszukíteni
(görcsölni)
feszélyezni

Sometimes an Objective can cramp your style. After all, if you have an Objective that says, "To obtain a management position with a large commercial bank in the Northeast," you'd have a hard time submitting that resume to try to get a terrific job that opens up with Delta Airlines in Atlanta. Also, people often haven't really narrowed their chosen careers to a particular position with a particular industry in a particular part of the country. In fact, a resume writer might want a job on the East Coast or be perfectly happy with the same type of job on the West Coast.

To give yourself flexibility you can easily have one set resume with multiple Objectives. That is, you really have two or more resumes, each one bearing a different Objective.

Szó - Raktár

raktározni
tárolni

At Word Store we electronically store the resumes of thousands of people across the country. Often we'll

get a letter requesting revision of the basic resume to change the Job Objective. Quite cleverly these people are submitting resumes with Objectives that precisely describe the positions they seek.

You too should consider electronically storing your resume, we hope with Word Store. The resulting flexibility will enable you to tailor your resume, especially the Job Objective, to fit the position you seek with a particular company.

arcél, körvonal, életrajz, profil, oldalnézet

A "Personal Profile"

If you've decided that a Job Objective is not for you, you might consider using a "Personal Profile" or "Background Summary" as a substitute. As the first Heading of your resume, this Personal Profile can immediately grab an employer's attention and in a couple of sentences make a strong case for your resume to end up in the "let's take a look" pile.

maradvány To write this section effectively you must toss all remnants of humility out the window, take a deep breath, and proceed to congratulate yourself. The Personal Profile should consume just one or two sentences, drive home your strongest talents, and verify these talents by specifically referring to the strongest experience you've had. Here's a sample: → igénybevenni

Personal Profile: Extremely hard-working individual who earned 50% of college costs working 15 hours per week during school while earning a 3.4 GPA in major. Extensive writing experience gained through writing a host of term papers and one major thesis.

This Personal Profile contains several attributes employers are seeking: Energy Level, Intelligence and Communication Skills. But the Profile doesn't just say these things in a conclusory way. It demonstrates the

következtető

qualities by specifically referring to evidence of the attributes in the person's background and accomplishments.

By having this Personal Profile you produce many of the results created by a Job Objective: you grab the employer's attention, you toot your horn, you make the employer want to read on. Yet, you don't hem yourself in as you might with a Job Objective.

körülzárni, bekeríteni,
beszorítani (magat)

Caption and Objective: A Summary összegzés

Let's summarize these two important parts of your resume. Every resume regardless of type will begin with a Caption. Then some resumes regardless of type will have the Objective or Personal Profile as the first information appearing in the body of the resume. Other resumes will have no Objective and no Personal Profile. They will simply begin with the appropriate Heading immediately following the Caption. An example of a proper Caption and the Objective appears below:

J. FREDERICK McALLISTER

School Address:
134 Cabell Avenue, N.W.
Charlottesville, VA 22901
(804) 999-8989

Home Address:
301 Gentry Lane
Baltimore, MD 32122
(301) 442-4444

Objective: To obtain a position in sales with a chemical manufacturing company in the Southeast that will benefit from my substantial sales experience and that will provide suitable financial incentives to reward top performance.

beiktatás

fejlesztés, fejlesztes, fejlesztes

cím, címszó, címszavak, címszavak, címszavak

HEADINGS, LEADS, ENTRIES AND DATES

cím

Let's define some terms so you can understand the structure of your resume. Your resume will be divided into "Headings" such as Education, Employment, Activities and others (a fairly complete list of potential Headings appears below). Within each Heading will appear several "Entries," which describe an educational degree, a job, an activity and so on. Each Entry will begin with a "Lead," which you can use very effectively to direct the employment manager's attention to your strongest experiences. And finally, a "Date" will appear with some Entries to state when you held a particular job or received a particular degree. To make certain you understand these terms, let's look at an example:

Education: University of Virginia, Charlottesville, Virginia. B.A. in History, May 1985. Broad liberal arts curriculum required extensive writing. Completed 50-page paper surveying the role of biography in historical analysis. GPA in Major = 3.3.

tanterv, tananyag

In the above example the word "Education" is a "Heading." The entire block of information that follows is an "Entry." The words "University of Virginia" comprise the "Lead." And obviously the "May 1985" is the "Date."

magában foglalni, tartalmazni, vmiből alkotni, állni

In this chapter we're only concerned with learning the structure of a resume. In the next chapter on resume content we'll see how you can manipulate Headings, Entries, Leads and Dates to accomplish your mission of selling yourself in 30 seconds flat.

kerek(en)

Potential Headings in a Chronological Resume

Although I'll discuss each of these Headings in detail in the next chapter, here is a list of potential Headings that might appear in a Chronological Resume:

- | | | |
|------------|------------|-------------------|
| Education | Employment | Community Service |
| Experience | Travel | Publications |
| Activities | Languages | Interests |
| Honors | Awards | Personal |
| Athletics | Military | References |

jó!

This is not a rigid list. Indeed there's plenty of room for creativity in writing your resume. For example, maybe you've volunteered to do a lot of political work and the "Community Service" Heading just doesn't fit. Instead, you may use "Political Work," "Political Activity," or some other appropriate Heading.

Modifying Headings

You can also modify Headings with other words. For example, maybe you're going after a position in sales and have the word "sales" in your Objective. Then to show the experience you have in sales, you ignore the Employment Heading and use "Sales Experience" instead. You can readily see how modified Headings can target your resume to the precise consumer you want.

könnyedén, rögtön

modosítani

→ célbairányítani

At Word Store we've seen quite an array of creative Headings, all produced by the modification technique:

egy sor...

alkotó (képes)
alkotói
teremtő (i)

- | | |
|----------------------|--------------------|
| Computer Experience | Writing Experience |
| Sales Experience | Retail Experience |
| Financial Experience | Banking Experience |
| Summer Employment | School Employment |
| Political Activities | → Foreign Travel |

jó!

"What's This Thing Got In It?"

rabeszéleken

szűkebben,
49 (leg)
egyénién,
sajátosan,
jellegzetesen

The list of Modified Headings could go on and on. For now, just keep in mind that you are in charge of selecting or creating Headings that package you and your life most persuasively and effectively. In the next chapter we'll see how you can position or sequence information in your resume by intentionally creating Headings that pertain specifically to your background or to your overall career goals.

általános, összes beletartozni (vmibe), hozzá-tartozni (vmihez) elhelyezni vagy sorrendbetenni

Potential Headings in a Functional Resume

Here's a list of potential Headings you might use in a Functional or indeed a Combination Resume:

Demonstrated Skills

Leadership Ability

Organizational Ability

Managerial Capacity

Interpersonal Skills

Competencies

Communication Skills

Writing Ability

Motivational Skills

Athletic Ability

jó!

kitalálni, kigondolni, kiagyalni

I should caution you once again to take great care in devising Headings for the Functional Resume. Be sure you dream up the Headings. Make absolutely certain you show extremely strong credentials and experiences in each Functional Heading. Never, ever copy the Functional Headings from another person's resume.

megálmodni (megtervezni, kigondolni)

Remember that employers basically don't like the Functional Resume because many people use it to cover up weaknesses. I say use the Functional Resume or a Functional Heading in a Combination Resume if you are extremely strong in a particular area of expertise or experience.

szakértelem, szaktudás

Otherwise, avoid the Functional Resume like the plague. Use the more desirable Chronological Resume or the Combination Resume.

kívánatosabb

(sors) csapás

(kerüld el, mint bűnt, mint a dögvészt/pestist)

ARE YOU READY?

*meg van nekod,
ami kell hozza*

Let's take stock of where we are. You know what your consumer wants. You've looked at your product and concluded you've got what it takes. You know there are basically three types of resumes you can write and which is best for you. You know that all resumes will have a Caption and that some will have an Objective. You're also familiar with the Personal Profile as a possible alternative to an Objective. You know what a Heading is, what an Entry is, what a Lead is, and what a Date is. You have a list of potential Headings for both the Chronological and Functional Resumes.

Now comes the fun part. Writing your resume.

6. Fresher Breath And Whiter Teeth

nergikus
határozott, e-
szilárd, kemény
kőszülő, bátor,
raszerű, csiszoló
homokos, da-
gritty = köves, kavicsos,
nitty = serkes, tetves
(hajról)

Resume Content

Now it's time to get down to the real nitty gritty.

If you've read this far, you must be convinced that a resume is indeed a 30-second toothpaste commercial. The ad exec knows what the consumer wants: fresher breath and whiter teeth. You, too, know what your consumer wants: the 16 attributes. Just as the Madison Avenue ad agency is ready to convince that toothpaste consumer, you are ready to go after that employment manager to **make her want to buy your product or at least to get to know your product better through a personal interview.**

By this time you know about the three types of resumes. You've engaged in your self-assessment. You know which resume is right for you. You have some idea about the parts of a resume, the Caption, the Headings, the Entries, the Leads and the Dates.

Now you must focus on resume content.

My Plan for Chapter 6

Here's what we're going to do in this chapter on resume content. First, we'll take a quick look at the rules dictating the overall content and length of your resume. Second, we're going to review each potential Heading in a Chronological resume to see what might appear in each Heading. Third, we're going to talk about the strategy you should use to position your Headings in the proper sequence. Fourth, we're going to talk about the all-important technique of choosing the right Leads. And fifth, we're going to clear up once and for all the horrible mistakes people make with the Dates on their resumes.

OVERALL CONTENT AND LENGTH

You must now begin to decide on the content of your resume. As we study potential content, you should review your own experience to decide what to include and what to exclude. Keep several things in mind.

rendetlenül, szertelenül, mértéktelenül

First, you do not and should not include every bit of information about yourself. If you do, you'll end up with an inordinately long resume that will bore the employers to tears.

Second, you should try to get your resume on one page, but there's no absolute prohibition of a two-page resume.

Third, in deciding what to include, apply the "does it help?" test. Look very hard at each bit of information and ask, "Does it help my message?" If the answer is "no," then the information stays off. For instance, if your GPA is 1.8 or perhaps even 2.8, that information stays off your resume. Look very hard at that high school activity you're dying to in-

leamaradni, kimaradni

clude on your resume and ask yourself, "If the employer knows this about me, will I get an interview?" The honest answer to many of these questions will be, "Nope, it just doesn't help one way or the other." Thus, if you're cramped for space on your resume, the information stays off.

beszükíteni, (helyben)
beszorítani

VISITING THE VARIOUS HEADINGS

Let's begin a detailed review of the potential Headings of a Chronological Resume and see what kind of information should appear in each. By the time you finish studying this section, you should have a good idea about which Headings should appear in your resume.

Rajta!

Here we go. Here's a review of the Headings, in no particular order of importance.

EDUCATION

egyetemi továbbképző

Within the Education Heading your first Entry should be your most recent educational experience, which is probably your college or graduate school. The Entry should include the name of your college, the city and state where that college is, the degree you received or expect to receive, and the date of the degree. **You need not include the mailing address of the college or institution.**

Curriculum *tanterv, tananyag*

Keep in mind that employers are looking for Intelligence, Direction, Vocational Skills, Career Preparation and Communication Ability. Thus, you might include a brief description of your curriculum and academic experience that relate directly to the type of employ-

ment you seek. For instance, if you're seeking a banking position, don't say your "curriculum included several courses in Marxist-Leninist Thought, Russian History, and Third World Exploitation." Instead, pick out your business-related courses and say your "curriculum included Micro- and Macroeconomics, Money and Banking, Accounting, Marketing, and Finance."

piacszervezés

If you're going after computer jobs, list your most significant computer courses, your computer programming languages, and perhaps the type of hardware you've operated as part of your course experience.

gépi
berem-
dezés

If you've had writing experience, emphasize your writing ability. You can even name the major papers

dolgo-
zat

you wrote if they relate directly to the type of employment you seek. If you've had speech courses or

courses requiring oral presentations, describe these briefly. If you participated in the debate club, you

vita-
klub

can include that under your college Entry in the Education Heading. Or, if this experience is particularly strong, you might pull it out and put it in a separate Heading called "Public Speaking Experience."

Remember your audience. Review the attributes they are looking for. Find those attributes in you. Serve it up. Give 'em exactly what they want. Fresher breath and whiter teeth.

alcím

Honors & Awards as a Subheading of Education

If you have some academic honors and awards, you might choose to put them under the Education Heading. You might even have a subheading called "Honors & Awards," which lists the honors or awards you received. On the other hand, if you're particularly strong in the honors and awards area, you might correctly choose to put them in their own separate Heading, equally prominent with Education, Employment and your other Headings.

egyformán kiálló, kiemelkedő,
szembetűnő

tanulmányi
→ átlag (jegey)

GPA Problems

jegey, osztályzat

Finally, you should include your GPA under the Education Heading. "What?" you scream. "You mean I've gotta put my grades in this thing?" Well, maybe and maybe not. Let's pause for a moment and deal with what we might call the GPA Problem.

As with all resume information, you include only the information that helps you. A good cutoff for GPA is the magic number "3.0." So, if you've got a 3.0, then include it. Remember. Employers are looking for Intelligence.

kinyomni, kiszorítani

What? You can't quite squeeze out a 3.0? Well, try this. How about your major? Do you have a 3.0 in your major? If so, then say, "GPA in Major = 3.0." Can't quite make a 3.0 out of your grades in your major courses? Well, how about during the last two years? No? How about in the last year? There's absolutely nothing wrong with saying, "GPA during last academic year = 3.0."

potantárgy, szaktárgy

Alternatives to GPA

So you can't even squeeze out a 3.0 in the last course you took. Then what? The answer is easy. Leave your GPA out altogether. Don't even mention GPA. But you might take a hard look at yourself and see if there were any reasons why you didn't reach the magic number. Did you work your way through school? Well, then, say this: "Worked 20 hours per week during school to earn 100% of education costs while carrying a full academic load."

Test Scores

izgalmas

If your GPA isn't all that thrilling, perhaps you have good SAT scores. If so, then simply list them: SAT = 580 Verbal, 620 Math.

százalékosztály

If you're currently in law school, business school, medical school, or some other graduate program, you might also list your LSAT, GRE, MCAT, or any other academic score. If you're not certain that prospective employers will understand the significance of a raw number, then include your score as a percentile. For example, I recently worked with an extremely bright and capable young woman in Charlottesville who was about to receive her Ph.D. in Biology. She had decided to remain in Charlottesville, where the demand for Ph.D.'s isn't all that great. So, we created two resumes for her, her "townie resume" and her "academic resume." In the townie resume we wrote this: "Scored in the 99th percentile on the Analytical Ability portion of the Graduate Record Exams." On the academic resume we listed each score, figuring that those receiving this resume would know the significance of the numbers.

diplomai pontszám
nyers szám, teljesítés szám

városi, városi lakó
US: közösségi

What about High School?

állandóan, örökké kellemtlen/kemény/nehéz

A perennially tough question is "What about high school?" Should your high school be listed on your resume? The answer, like most, is maybe yes and maybe no.

érettségi

If you're a professional who has a hard time remembering the year of your high school graduation, then you should banish high school from your resume. It simply eats up too much precious room and undoubtedly flunks the "does it help?" test.

elbukni, megbukni, elhasalni; (vizsgán) számolni egyetemi, továbbképző

If you are currently or were recently in graduate or undergraduate school, you might very well include your high school in any one of the following three situations: 1) the school is recognizable or well known as in Exeter, Choate, the Madeira School, or a school held in high regard in the area where you're looking for employment; 2) you held a significant office or received an impressive award in high school; or 3) you are applying for employment in your hometown, and

végzett, végzős ill. végzendő iskola

nagy becsben tartani Exeter Hall (londoni előadóterem, 1830-1907 hangversenyek & vallási összejövetelek helye)

befejezett, kész, tökéletes, teljes

nem éppen azt mutatja

you want to show your provincialism, your roots. If none of these situations applies, however, it's time to kiss high school goodbye!

ideje búcsúcsókat adni a gimnáziumnak

If you do include high school, be careful. Perhaps you were extraordinarily active in high school but not so active in college. A large, impressive high school Entry juxtaposed with a short, skimpy college Entry doesn't exactly show you're on the upswing. So, restrict your high school Entry to your two or three more outstanding accomplishments.

szűk-
markú,
szűken
mért,
szűkre
szabott,
szegényes,
fukar

↓ Kimagaslóbb eredményekre korlátozni

↓ mellé helyezni
↓ fellendülésben (lenni)

Some Examples of the Education Heading

Before we move on to the Honors and Awards Headings, let's pause and look at some sample Education Headings and the Entries, Leads and Dates that might appear within them.

szüneteltartani

In the first example we have a student whose credentials speak for themselves. She was extremely active in college. Her summer jobs are singularly impressive. Because her activities and employment show her Energy Level, Vocational Skills and Ability to Communicate, she includes no description of her curriculum and simply lets her college experience loudly shout: Intelligence. She needs to reduce the size of the Education Heading to save space for other Headings. She just lets her academic accomplishments tell their own story. Here's how she pulls it off:

igazoló iratok/
képesse-
gek
(hitelesít-
ő iratok)

(Baccalaureus Artium)

Education: Yale University, New Haven, Connecticut.
B.A. in International Relations, June 1985.
Magna Cum Laude. Cumulative GPA = 3.75.

leadni, megcsinálni,
megrendezni, beadni
jó!

Bachelor of Arts = a bölcsészettudományok baccalaureusa

→ halmozódó/halmozott,
összesítő/összesített
GPA = ?

In the next example we have a student with a so-so academic performance, with no college activities, and with distinctly unexciting summer jobs. He needs to fill up some space and hammer home the message

↓ úgy-ahogy, olyan-amilyen,
(nem valami jó) teljesítmény

→ nagy dobra verni,
kihirdetni, kidobolni,
kikiáltani

that he has the requisite Energy Level and Vocational Skills for a computer job.

Bachelor of Science = a természettudományok baccalaureusa

Education: B.S. in Computer Science, Pine Stump Tech, Mapp, Ohio. Degree expected in June of 1987. Worked 20 hours per week while taking a full course load and full-time during the summers to pay for 75% of all college costs. Curriculum included extensive programming in BASIC, COBOL, FORTRAN and Pascal. Senior project entailed designing, programming and testing a billing system for a small law office.

jó!

negyedéves, felsőéves feladat, együttjárni utolsóéves, végzős (tema magával hozni, évfolyambeli magán után vonni)

HONORS & AWARDS

Kitüntetések és jutalmak

These Headings are often combined as a single Heading called "Honors & Awards." As mentioned above, some people will effectively place this information as a subheading under the educational institution where the honor or award was earned. This technique avoids the problem of explaining the source or location of the honor or award if put in a separate Heading. Other people, of course, effectively display their honors and awards in a separate Heading.

Explaining Honors and Awards

fogalom

tudatlan

When writing this section, assume your audience is completely ignorant. They undoubtedly are ignorant of the names and significance of the overwhelming majority of honors and awards given in the United States. They don't have the foggiest notion that the "Raven Society" at the University of Virginia recognizes outstanding leadership and contributions to the University. It could just as well be a bird-watching club. So, as you list your honors and awards, include a brief description of their significance. Also, if you were one of two from a high school, an entire

holló

választékonyság, selektivitás

city or an entire state to receive an award, then you should show this high selectivity of the award. Or, if you received an honor or award given only to a small percentage of an entire group, then also show selectivity. On the other hand, if you were 1 of 50 out of a class of 100 to receive an award, naturally you don't breathe a word about how easy it was to receive the award.

(egy) szót szerola önmagyarázó

Of course, some awards are self-explanatory or so well known they don't need any explanation. Everybody knows about the National Honor Society in high school. Certainly recruiters will recognize the value of National Merit Finalist. But for most awards or honors some explanation of purpose and selectivity is definitely needed.

érdem döntős toborzó

Here are two examples that show how the Honors & Awards section should be written. Notice how the awards are briefly explained if their names don't reveal their purpose. In Example #1 the student has decided to include Honors & Awards as a subheading in the Education Heading. In Example #2 Honors & Awards is included as a separate Heading.

Example #1

Education: University of Ames, Ames, Washington. B.A. in History, May 1985. GPA in Major = 3.4. Curriculum required extensive writing, including a Senior Thesis studying governmental regulation of business in the 1920s. Political Science courses included The Political Parties of the United States, Presidential Elections, American Judicial Process, and Constitutional Law.

jó!

Honors & Awards:

The President's Trophy (awarded to the 2 seniors in class of 350 who exhibit outstanding contributions to university life).

Ames Lions Club Scholarship (\$1,000 scholarship awarded to 1 graduating high school senior from the city of Ames).

felmutatni

Example #2

(us) dékán; rangidős, doyen

Honors & Awards: Sheldon Gray Memorial Citizenship Award (presented to the high school graduating senior in the state of Tennessee displaying high attributes of good citizenship).

Dean's List (5 out of 6 semesters).

Valedictorian of high school class of 650 students.

jó!

(us) tanévzáráskor búcsúbeszédet mondó végzős diák felrekerzeni, felsorolni

Eltalál-
jad!
szólna

In the above examples the President's Trophy, Ames Lion Club Scholarship and Sheldon awards were explained because nobody has the slightest notion what they represent. The Dean's List honor is commonly known, but since the student racked up Dean's List five out of six semesters, that fact was properly listed. Of course, if the student had made Dean's List only one out of six semesters, you can guess how the Entry would read. You got it. It would just say: Dean's List. Finally, since everybody knows what a high school valedictorian is, there's no need to explain it. But since this student was ranked first in a class of 650 students, that fact was properly included. If the student was graduated by a high school having 30 members in the senior class, you can also guess how the Entry would read. That's right. It would simply say: Valedictorian of high school senior class.

elsőnek minősítettek, sorolták be, rangsorolták

You're getting good at this. Let's move on to Employment.

EMPLOYMENT

The Employment Heading also might be called "Experience," especially if your employment-like activities were not actually paid positions. Also, please keep in mind that you can modify this or any other Heading. If you're looking for a computer job and have held computer positions, you can modify your

előállni vmivel
 Heading and come up with Computer Employment or Computer Experience. Remember that you can creatively make your own Headings such as Business Experience, Sales Experience, Writing Experience, Legal Employment, School Employment, Summer Employment, and the list goes on and on. For ease, however, I'll simply refer to this Heading as Employment. *a könnyebbé, seg. ked- véért*

What To Include *készletni vmire, ösztönözni, buzdítani, sarkallani* *időrendi sorrendben, időrendben*

The Employment Heading should chronologically list your employment experiences. Usually each Entry will be a particular job with a particular company, but we'll see a bit later certain circumstances that might prompt you to group several jobs in one Entry. Each Entry should reveal the name of the employment entity and the city and state where your job was located. *személy, intézmény*
 You need not include exact addresses of the employers. Each Entry should also include the beginning and ending dates of the employment. And most important of all, each Entry should describe what you did and what you accomplished.

csopontosítani

Position *Beosztás*

Each Entry might also reveal your position. Certainly you want to reveal the position if its name is impressive like "Executive Vice-President" or perhaps even "Research Assistant." But if your position was "Clerk B" or "Law Firm Runner," then you should exclude the position title altogether. Finally, if your job didn't really have a position name, it's perfectly okay for you to make up a name as long as it accurately and honestly reflects what you did.

teljesítmények/vívmányok/elért
 Accomplishments *sántikáló, bicegő* *kopott, szakadt, koszos, elhordott*

Those limp resumes out there wearing grungy old blue jeans will simply list the employer, the city and

kielégíteni, ellátni vmit leendő (kilátásba helyezett)

state, the dates, and the position. They will make no attempt to cater to the prospective employer's desires. They will not toot the horn of the employment applicant. If you want a properly dressed resume, one that gets noticed, one that opens doors, you'd better be prepared to look carefully at your jobs. You'd better find out what you accomplished and how those accomplishments relate to the 16 attributes employers want.

When you write the Employment Entries, keep your audience in mind. When you describe what you did, be sure to describe what you accomplished. What results did you achieve? Did you meet deadlines? Did you set any records? What was the dollar volume of your sales? Did you respond effectively to customers? Did you creatively change an old procedure? Did you initiate a new procedure? How much money did you handle each day? Each week? Each month? During the entire job? Did you work overtime? Did you hold more than one job simultaneously? Were you asked to return to the same job for future summers because of your demonstrated success? Whatever you did, no matter how menial you think it might sound, you must have accomplished something.

alantas (cselédi, szolgái)

Traps To Avoid Elkerülő csapdák

sziporkázó

készíteni v mire

Of all the Headings in a resume, the Employment section causes the most trouble and prompts the most questions. There are several traps you should avoid. Undoubtedly you have many questions right now as you sit there reading this scintillating book about resumes wearing blue jeans. Let me alert you to the traps and anticipate your questions. fiasztani

előbe vágni vminek

jellemzően

There are two types of information you typically exclude in the Employment Heading: pay and reason for leaving. Let's take a look at the bucks first. As a general rule, do not include your pay scale. This is especially true for college student summer jobs

where the rate of pay is next to irrelevant. I mean, who needs to know you made \$4.25 per hour? For those who're in a job-changing situation, typically you will not include your salary either. After all, you're changing jobs to get a higher salary. Right? Well, then, if you reveal your current salary, maybe the prospective employers will think they can pick you up for a steal.

Excluding salary is not a hard and fast rule, however. I remember well one of the first resumes Word Store ever produced. The resume writer was a highly successful manufacturer's representative for a textile company in North Carolina. He had begun his sales career earning \$12,000. Then he jumped to \$18,000. Then to \$24,000. Then to \$36,000. Then to \$60,000. He had increased his salary by 500% in just seven years. When we wrote each Entry, we prominently displayed the salary for each position. The message was clear: "I'm on the move. If you want me, make me an offer. It'd better be good."

Neither is the rule inflexible for college student summer jobs. Word Store worked with a college senior who wanted to get a sales position. Did he have any experience? You bet. During the previous summer he sold books door-to-door. Big deal, you say. Well, in three months he sold \$24,000 worth of books. His net take-home pay? Over \$10,000. Not bad, huh. He prominently revealed his compensation for his summer work. I think the recruiters will fall all over themselves making this guy an offer.

Another trap. Reason for leaving. I'm surprised that so many people put this down on their resumes. Frankly, at the resume stage of the employment game, i.e., at the stage when you're trying to get interviews, it's none of the recruiters' business why you left a particular job. Of course, if they grant you an interview, they can and will ask why you left a particular position. You'll have to be ready to answer that question.

becsvágyó,
nagyra törő,
nagyigényű

bekerülni vmibe

előző

I worked recently with a young woman from Ohio who wanted to land a consultant's position with a New York City firm. She had held a consulting position for four years, but the current employer was letting her go. That's right. She was given notice to be out by November. During the preceding summer we helped her with her resume and a highly ambitious direct mail campaign. On the resume we listed quite truthfully the dates of the current position as "1980 to present." Not a word did we say about the impending job termination. We then produced more than 1,000 personally typed letters to firms in the metropolitan New York area. The result? She got more than 20 interviews. Naturally no one thought to ask, "Are you about to be fired?" So the "reason for leaving" never came up. She's now happily working in New York earning \$12,000 more than she earned at the previous position.

küszö-
bónáló
(középső)

That's the way it should be done. You never, ever put negative information on your resume. If you were fired from a job and the question comes up in an interview, then you answer the question directly and honestly. But you are under absolutely no obligation to reveal bad information unless you're asked. And since nobody's asking anything when you write your resume, you have no ethical obligation to blow your horn with a sour note.

erkölcsi kötelezettség

savanyú hangnemben

You know to avoid the traps of "salary" and "reason for leaving." Undoubtedly, though, you have some questions. Let me try to anticipate what they are.

előrebocsátani

Describing the Typical College Student Summer Job

(vagdalthúst dobálni) pincérkedni

You had summer jobs slinging hash, mowing yards and babysitting. Most college students sling hash, mow yards and sit babies. Right off the bat you can feel a little more comfortable that the odds are with you. The college recruiters will be seeing an over-

kerti füvet nyírni

gyerekekre vigyázni

esélyek
(a lényegtől eltérve,
nem fő témában)

whelming number of resumes that say: "Waited tables and helped in the kitchen." What you have to do is make yours different. You do it by thinking about your accomplishments slinging hash. You figure out what you did well on that summer job. Keeping the 16 attributes in mind you then describe how you "worked effectively waiting tables, providing personal service to customers, dealing positively with complaints, and calmly operating in a pressure-cooker environment."

(nyomás alatt)
gyorsfűző jászok (sípáló)

Suppose, however, you didn't really provide much personal service to customers. Suppose the job was not a pressure cooker. It was boring. Why did you take the job? You needed the money. So, don't describe the job much at all. Just say you "worked full-time waiting tables to earn enough funds to return to college." This shows you have a goal of getting a college education and are willing to do the drudge work necessary to pay for it. Remember Goal Achievement?

→ robot(os) munka

The Same Job for More Than One Summer

Do I include an Entry for each summer? Do I list the same employer three times for the three summers I worked there? If these questions relate to you, you've got a real opportunity to score some points on your resume. After all, here's an employer who's recognized your ability and has asked you to return. Were you given a raise when you returned? Were you given more responsibility? If so, be sure to say so. Your Entry might look like this:

Employment: The Foot Locker, Butte, Montana. Summers 1982, 1981, 1980.
Initially employed in high school to work as a sales clerk. Due to successful performance I was asked to return for 2 additional summers at a higher rate of pay with added responsibility. Ranked as the #2 salesman during the first summer and advanced to #1 the next 2 summers. Assisted in arranging eye-catching retail displays; served as manager of other summer workers during owner's absence.

eredetileg

Many Positions for the Same Employer

This same technique should be used by those who are out of college and are seeking a job change. If you've been with a company for quite some time, you should view that as a strength. It shows loyalty and staying power. Your Employment Entry should lead with the name of the company and then show your consistent advancement to higher positions. Thus, your Entry might look like this:

Employment: Acme International Widgets, Inc., Pittsburgh, Pennsylvania.

In 5 years I received 3 promotions all with added pay and increased responsibility. 1980 - present.

Production Line Manager: Promoted to manage all facets of production including direct supervision of 25 foremen and 150 workers. Instituted new cost control systems resulting in a total annual saving of \$225,000. 1983 - present.

Quality Control Supervisor: Promoted to supervise all quality control systems employed in the manufacture of more than \$2,500,000 of widgets annually. Supervised 15 quality control inspectors. Created and instituted a new random check system that reduced shipment of defective widgets by 25%. 1981 - 1983.

Quality Control Inspector: Served as 1 of 15 inspectors for 1 year before promotion to a position supervising all inspectors. 1980 - 1981.

Dealing with a Whole Bunch of Jobs

Many people have held a host of jobs. Even college students might have held numerous positions during the school years, school vacations and summers. If you devote an entire Entry to each job, three bad things can happen. First, your resume looks cluttered. Second, your resume is too long. And third, your resume gives the impression you've jumped around from job to job. The first two problems involve content and appearance. The third, if

előléptetés

oldal, szempont
(mozgástart)

művezető, brigádvezető

Szerkentyű, bigyó

de érdekes, egy sereg/csomó

össze-telezsúfolt

true, presents more serious concerns for the prospective employer.

(kategória) egy kalap alá besorolni, összehalmazni,
venni összevonni

One way around these problems is to lump several jobs in one resume Entry, which typically should be the last Entry under the Employment Heading. I can best demonstrate the procedure by giving an example. I was working with a real estate manager who needed a resume to apply for a once-in-a-lifetime job opportunity. Within the past 18 months he had been affiliated with three different real estate brokerage firms. He had listed each one on his resume, giving the visual and substantive impression that he was a "job hopper." It turned out that he hadn't really hopped from job to job. Rather, he had moved recently to the area, possessed a valid real estate license from the state, and had affiliated with three different firms until a permanent position materialized. But his resume gave the appearance of a very unstable individual, despite his otherwise impressive real estate career.

Vándormadár

To repair the damage we lumped his last three positions into one graphically plain Entry as follows:

Recent Real Estate Experience: After moving to the Shenandoah Valley I affiliated with 3 real estate firms for the past 18 months to specialize in the sale of farm properties. Even as a newcomer to the area, generated sales exceeding \$1,000,000 during this period.

The college student can use the same technique to reduce the number of Entries required to reveal employment history. After chronologically detailing the more important positions you've held, you could include one Entry as follows:

Fresher Breath and Whiter Teeth
hirtelensülteket készítő szakács

Other Positions: Since sophomore year in high school, have worked full-time during each summer and all school vacations and part-time during the academic years. Positions included short-order cook, landscape maintenance helper at a large apartment complex, delivery driver for a pizza business, and night watchman at a manufacturing facility.

tájkertkarbantartósegéd
az egyedüli legfontosabb

Employment: A Summary

milyen minőségben

Before moving on to Activities let's summarize the Employment Heading. You're using a resume to get employment. One therefore could argue that the Employment Heading is the most important of all. Well, for those who've been out of school for more than a year, it is the single-most important section. Employers want to see whom you've worked for, in what capacity, when you did it, and what you did. For those who're still in school, the Employment section is very important if you've had some appealing employment experience. If you haven't, then the Employment Heading can be downplayed as long as you have strength in other Headings.

kevesbé kihangsúlyozni

eszed/célok/szándékok előtérben
gondolat
figyel-med!

As you write your Employment Entries, keep one thing at the forefront of your mind. Your audience. Your prospective employer. You're giving or mailing your resume to someone you want to work for. That employer wants to see not only the positions you've held, but also what you've accomplished. That employer wants to see evidence of hard work, initiative, responsibility, relevant vocational skills, interpersonal skills, competitiveness, leadership, imagination, goal achievement, stress management, direction, self-knowledge, intelligence, self-confidence, communication skills, and flexibility. If you think about it, all 16 attributes relate to Employment, although they don't necessarily all relate to other Headings like Education, Honors & Awards, Activities and so on.

műsorközi reklám

Your task in writing your 30-second spot is to create an ad where your strongest attributes leap off the page. You want an eye-catching document that

le-szökken
szökde-cselni, s

tulajdonság, sajátosság
C

grabs the employment manager's attention. **You want a resume that shouts, "Put me in the let's take a look pile! You'll never, ever regret it!"**

Show the employer you've got what it takes. Show not just what you did. Show what you accomplished. **Give that consumer exactly what she wants.** The results are guaranteed. You'll get what you want. You'll get interviews and ultimately a job.

s végül

diáktársaság,
diákszövetség, diáklklub

ACTIVITIES

leányszövetség, tananyagtanter-
diák egyesület ven kívüli, mellék-

If you have been quite active in student groups, fraternity or sorority, student government, university committees, or student publications, then naturally you include an Activities Heading. **If you have not been particularly active in extracurricular activities because you've been working, studying or playing hard, then you exclude this Heading.** If you have some activities, but they are not impressive enough to warrant a separate Activities Heading, then you can include your activities as a subheading under the Education Heading.

iskolán
kívüli
elfog-
laltság

alcím

igazolni,
indokolni

The "Don't List" Rule *beírás, bejegyzés, címszó, szócikk*

When you write the Entries for the Activities Heading, follow the same procedures described for the Employment Heading above. In other words, do not just list the groups you've been affiliated with and the positions you held with those groups. Instead, describe what you accomplished or the purpose of the group (if not evident from the group's name). Thus, don't just list the name of your sorority and your office like this: "Phi Phi Phi Sorority, Rush Chairman, 1981-82." Instead, describe your duties and accomplishments like this:

kap-
csolat-
ban
lenni
(vmivel,
vkivel),
tagja
lenni
(vminek)

miértőzés?
ügyességi verseny?
roham?
hajszá?

szóelni
kelleni, ugrani,
ugratni

Activities: Phi Phi Phi Sorority
 Rush Chairman. Coordinated all activities necessary to receive and interview more than 1,500 college women. Presided over sorority meetings to review candidates' credentials and select a pledge class of 25 members. 1981-82.

↓
 diákegyesületi
 gyűléseken elnökölni

If you've been extraordinarily active, you should resist the urge to include every organization you've ever been associated with. A resume that lists every activity you've had will be too cluttered and boring. Instead, select the more impressive and devote your resume space to showing your specific accomplishments.

Remember that you may include high school activities if they are particularly impressive. If you've chosen to include your high school under the Education Heading, you might reveal your activities in that Entry. Otherwise, you may divide the Activities Heading into two subheadings, one named "College" and the other "High School." Then describe your activities accordingly.

If space is at a premium in your resume, you might decide to violate the "don't list" rule. Certainly in some situations you can simply list the names of your activities, especially where prospective employers know full well what the activity entails. For example, a law student might just list his moot court participation and how far he advanced in the competition. Attorneys know what moot court is all about. Other disciplines undoubtedly have similar groups so well known within the profession that a simple listing of the activity sends the right message to the employer.

Modifying Activities

Finally, keep in mind that you can effectively modify the Activities Heading, especially when you are targeting your resume to a particular profession.

Thus, the person seeking a job in publishing can modify the Heading and produce "Writing Activities." So, don't shy away from being creative and including such Headings as "Political Activities," "Marketing Activities" or "Drama Activities."

ATHLETICS

Remember Competition? Employers like that trait. It definitely shows up in the sports world. If you've competed in varsity athletics on the high school or college levels, you probably should include an Athletics Heading. Or, if you are genuinely very active in athletic activities not connected with high school or college, you probably should include the Athletics Heading as well. For example, if you've competed in some marathons but are not on the college track team, you might decide to include an Athletics Heading.

If your only athletic activity is participation in college intramural sports, you probably should not include a separate Athletics Heading. Instead, include your intramural experiences under the Activities Heading.

COMMUNITY SERVICE

This Heading might also be called Volunteer Work. It should be included in your resume if you've done any significant work in the community that shows you are the joiner type or the public service type.

Companies are acutely aware of their community images. Indeed, they employ full-time people to look after their "community affairs." They know their business image will benefit if their managers and other employees are active in the community. If you have a public service streak in you, you should display your accomplishments in this Heading.

Be careful in deciding which activities to include and in writing the Entries. Community Service is likely to involve politics or religion, which can be sensitive areas in your own life and in the lives of your prospective employers. For example, if you're trying to crack into one of the Big 8 accounting firms, I'd counsel against including your "volunteer work with the Weathermen underground organizing demonstrations against capitalistic exploitation."

TRAVEL

If you've never been beyond the next county, then forget this Heading. If, however, you spent an entire summer camping out in the far West or have visited foreign countries, then you should include a Travel Heading or a Foreign Travel Heading. A single Entry should suffice. It should describe your travel experiences and list the countries or states you've visited.

For those interested in careers in international relations or international business, a prominently displayed Foreign Travel Heading can alert your prospective employer to your ability to adjust to foreign cultures. Be sure to include the amount of time you've spent abroad (if that amount of time is impressive). Also, if you've made several trips abroad, include the circumstances and the number of trips.

MILITARY SERVICE

If you've served in the military, include this Heading. Be sure to include the branch of the service, the places where you were stationed, your rank, any medals received, and any special training or skills you acquired. As with other Headings, your Entry should show accomplishments that reflect the 16 attributes employers seek.

LANGUAGES

If you're seeking a job that values foreign language ability and you have impressive ability in one or more languages, then definitely include this Heading. The Entry should list the languages and reveal your degree of proficiency. Be very careful with the word "fluent," however. Nothing could be worse than to say you're fluent in French when you're not, get an interview, walk in the interview room, and proceed to look dumbfounded as the interviewer begins the conversation in French.

If you have extraordinary ability in languages and seek an international position, don't be afraid to toot your horn. At Word Store we worked with one student who was fluent in French, German, Italian and Polish. He prominently included the Foreign Language Heading, which simply said: "Fluent in French, German, Italian and Polish (see attached)." Then, on an attached sheet, he thoroughly described his foreign language experience by revealing the extent of his formal schooling and his experience in the foreign countries themselves.

Keep in mind that fluency in a foreign language can be an asset even if you're not applying for a foreign post. Certainly a fluency in Spanish would open the eyes of a prospective employer in Miami or any other area of the country with a large Spanish-speaking population.

One final remark. Do not include computer programming languages such as COBOL, FORTRAN, BASIC and Pascal under the Languages Heading. At least modify the Heading and say "Computer Languages." Also, in listing your computer languages, be sure to use all caps for those that are acronyms, e.g., BASIC, COBOL, FORTRAN, and upper- and lowercase for those that are not, e.g., Pascal.

PUBLICATIONS

If you've written an article, poem, or anything else that has been published, you should include this Heading. Remember that employers seek Communication Skills! In the Entry, list the titles of the publications and follow your discipline's citation form.

INTERESTS

Opinion differs on the effectiveness of this Heading. Some experts say to leave it out altogether. Others say definitely to include it. My advice falls somewhere in between.

I think you should be creative when you write the Interests Heading, if you have some genuinely interesting Interests. If you just list "Jogging, Music and Reading," the employer will yawn. Ho-Hum. Everybody these days jogs, listens to music (while jogging), and reads (jogging books). If that's all you're really interested in, then leave the Heading out.

Several years ago I worked with an extremely talented young woman who was writing her first resume. She had omitted the Interests Heading. I asked whether she had any unique outside interests. She replied, "Hot air ballooning." Naturally, we revised her resume to include this short statement:

Interests: Hot air ballooning.

I recently heard from my hot air balloonist friend, who's now the head paralegal at a large insurance company. She reports that her Interests Heading has always sparked some lively conversation in interviews.

The bottom line, I believe, is to include your interesting interests or to make your routine interests sound interesting. Don't just say, "Jogging, Reading and Music." Instead say, "Jogging 5 miles per day, reading spy novels, and listening to classical and country music."

PERSONAL

If personal information about you passes the "does it help?" test, then you may include a Heading entitled "Personal" or "Personal Background." Watch out, however. For some strange reason people believe they have to reveal highly personal and often negative information about themselves. I've seen resumes that have said, "Divorced twice but currently remarried." Now what kind of message does that send to the employer? Stability? Interpersonal Skills? Ability To Handle Conflict?

Resume writers make a lot of mistakes with personal information. Let's look at the type of information that might appear under the Personal Heading.

Birthdates

If your age helps you, include your birthdate. How might age be to your advantage? If you're in graduate school, for example, but spent a few years in the real world between college and grad school, then you're older and more mature than your colleagues. So, your age is a strength and should be included. If, however, you're a graduating college senior and the same age as your colleagues, your birthdate neither helps you nor hurts you. Leave it out. As a rule, your resume is not your birth certificate.

If you're between the ages of 25 and 40 or even 50, then depending on the job you're seeking, age might very well be a strength. Suppose you currently hold a highly responsible position in one company. You are seeking an even higher position with another company. You know that people holding those positions are typically in their late 30s or early 40s. You are 40. Your age is a strength. Include your birth-date.

The best way to reveal your age is simply to say under the Personal Heading, "Born January 17, 1945." If you say, "Age: 40," then you've forced yourself to revise your resume each year.

Place of Birth

Again, apply the "does it help?" test. If you want a job in Philadelphia and were born and raised in the area, then say under the Personal Heading, "Born and raised in the Philadelphia area."

I recently counseled a law student who was seeking a job with a Chicago law firm. He was born and raised in the area and knew that Chicago firms are rather provincial. Know what he did? He put the Personal Heading as the first Heading in his resume. It simply said, "Born and raised in Chicago, Illinois."

Social Security Number

Leave it out.

Marital Status

Never, ever say "divorced" or "separated."

Use the "does it help?" test. If you've been married for 15 years and have two children, then your

family situation shows stability. So, if there's room for a Personal Heading, you might very well say, "Married for 15 years, 2 children."

Health

Now this is ridiculous. If your health is poor, do you think for a minute that you'd say, "Health: Poor"? Of course not. So, we're left with everybody else. They all say: "Health: Excellent." Does that help? Not really, simply because that's what you're expected to say.

Of the thousands of resumes Word Store has produced, I've seen only one that justified any comment on Health. That resume belonged to a former Green Beret who had competed in the Iron Man Triathlon in Hawaii. Guess what his resume said under the Personal Heading? "Health: Superb."

REFERENCES

Most resumes will end with the References Heading. And they end in a whimper. They fizzle out and say, "References: Available on request."

Or they use a fancier preposition and say, "Available upon request." Or they say, "Furnished upon request." Of course references are available on request. What are you going to do when a prospective employer asks for references? Say no?

At least you should be a little more upbeat than "Available on request." Instead you say, "Excellent references furnished on request." Or you can say, "Professional and personal references provided on request." At least try to end with a bang, not a whimper.

Should you list references on your resume? Experts disagree, but I think you should list your references, either on your resume or on a separate sheet, if those references are recognizable by name or by title. Let me give you an example.

I was working with a student once. We had completed his resume, and I asked if he wanted to list references. "What kind?" he asked. "Well," I said, "do you have anybody who would recommend you and who is recognizable by name or title?" He then proceeded to name a United States Senator and a United States Congressman, whom he had known all his life. Those names, addresses and telephone numbers went down on his resume.

If someone famous will recommend you, put the name on your resume. Is it "name dropping" to do so? You bet it is. And it works.

Alternatively, if someone with a spiffy title will recommend you, put the name, title, address and phone number on your resume. Spiffy titles include: Professor, Dean, President, Owner, Manager and so on.

If you do decide to list references, be sure you personally call them and ask their permission. Make certain you tell each reference you intend to include his or her name, address, and phone number on your resume.

One very effective alternative to listing your references directly on your resume is to have a separate "Reference Sheet." In this way you can send out resumes that do not reveal names and addresses of your references and then present the Reference Sheet at the interview. Or you might decide that some prospective employers should receive references at the same time they receive your resume. Then you include the Reference Sheet with that mailing.

SEQUENCING INFORMATION

We just reviewed the various Headings that might appear in a Chronological Resume. You have some idea of the information each Heading should contain. You know to write for your audience. You know to show your accomplishments. You know to toot your horn.

Before you begin to put your resume together, however, you must make some decisions about the sequence of your Headings. What comes first? What next? What next? What last? Are there any rules that should govern your sequencing decision?

Yes, two rules. First, lead with your strength. Second, end with a bang. To understand each of these rules, let's first review how employers read resumes. In 30 seconds, right? If an employer is going to scan your resume, you don't want to bury your strongest point in the body or at the bottom of the resume. Let's take a careful look at how you might sequence your Headings. Then we'll study effective techniques of writing attention-grabbing Leads.

Sequencing Headings

Remember that all resumes must have a Caption and that it comes first. So, your name, address or addresses, and telephone number or numbers should appear at the top of your resume. If you've decided to include an Objective or its substitute, the Personal Profile, then by tradition it should come as the first Heading. Then you face the problem of deciding which Heading should come next.

The answer is simple. Your first Heading should be your most impressive credential. If you're currently enrolled in or were graduated by a well-known

and respected college or university, the Education Heading most likely will be the first. But suppose your college is impressive and you have another terrifically impressive credential. In that case you might position the other credential as the first Heading.

Let's turn the situation around. Suppose your college just isn't all that impressive. Suppose you have some impressive work experience and some solid honors and awards. Do you put Education at the top? Definitely not. You might even decide to put the Education Heading near the bottom.

To sequence your Headings properly you must critically examine your life and objectively determine your relative strengths. The strongest aspect of your life should be the first Heading. Make the next Heading the second most impressive thing about you. And so on down into the resume.

Inventing Headings or Subheadings

Let's look at an example of sequencing strategy. At Word Store we worked with a student attending the University of Virginia. Ordinarily he would put the Education Heading first. But this student, who was seeking a position in sales, also had sold \$24,000 worth of books door-to-door the previous summer. His other employment experience, however, was the typical college student summer jobs. He didn't want to include Employment as the first Heading because it would shove his University of Virginia credential to the middle of the resume. Quite correctly he wanted it near the top. But he also wanted the sales job at the very top. So, he devised his own Heading called "Sales Experience." He then listed that Heading first. Since it took up very little room, his next Heading, Education, kept the University of Virginia credential near the top of the resume. Then, further down in the resume, he included an Employment Heading, which took care of his typical summer jobs.

You too should carefully look at your experiences, especially at your jobs. You might have some ho-hum jobs and some spiffy jobs. The trouble is, the spiffy job is not the most recent, and in a Chronological format you can't lead with your strength. If you'll be creative, you can reposition information in your resume so that your strong credentials appear near the top.

Let's look at another example. Suppose your most recent job was last summer slinging hash at the University Diner. The previous spring, however, you served as a research assistant for a professor. In a Chronological Resume the hash job appears first, the research job second. But why not divide the Employment Heading into two subheadings, one called "School Employment," the other "Summer Employment." Then simply list School Employment first. That way the research job gets top billing, and you shove the hash-slinging job down in the resume.

Ending with a Bang

Of course the only problem with this technique of ordering your Headings by their relative impressiveness is that you end your resume with a whimper and not a bang. Why do you want to end with a bang? Well, think about the way people scan written material. Think about how you quickly read an article. You look quickly at the stuff at the top. You might skim over the stuff in the middle. But then don't most people take a peek at the end? If they do, and I think they do, then it makes sense to have a bang at the end of your resume.

By tradition the References Heading is the last Heading in the resume. If you decide to include the Heading but exclude the names, then you're stuck with that boring "Available upon request." So, as noted above, one way to end with a bang is to create

something other than that tortured phrase. At least you can say, "Excellent references are available on request." Or try, "Personal and professional references provided on request." I saw one student's resume that said this under the References Heading: "Gladly furnished."

If you decide to include the Reference Heading and to include the names and addresses of your references, presumably those names will constitute the necessary bang. That's why in determining whether to include your references you follow the "recognizable by name or title" rule.

Finally, there are two additional tricks you can use to end with a bang. First, simply reserve an important Heading for positioning at the bottom. Likely candidates might be Travel, Languages or Athletics. Second, you can use the footnote technique.

"The what? You mean I gotta provide footnotes for my resume?" Well, no. Not in the academic sense of footnoting a major thesis. The footnote technique is simply this. Somewhere in your resume when you're tempted to put in a really strong fact about yourself, resist that temptation and put the fact in a footnote.

Let me show you how it works. Suppose you have a 3.2 GPA. Under the Education Heading you're writing your college Entry. You're tempted to write: "Overall GPA of 3.2 earned while working 20 hours per week during the academic year." Now that's a good bit of information in that Entry. But what you might do instead is this: "Overall GPA = 3.2*"

Then at the bottom of your resume you write this:

*Earned 3.2 GPA while working 20 hours per week during the academic year.

"Hmmm, hard worker, smart, clever," muses the employment manager as she puts your resume in the "let's take a look" pile.

I've seen the same technique used to reveal simultaneous jobs held, sales records achieved, prizes won, and a host of other extremely strong information. It's a good technique. It definitely gets attention.

CREATING LEADS

Let me refresh your memory of the terms Headings, Entries and Leads. The Heading is the word or words categorizing your life, e.g., Education, Activities, Employment and so on. Entries are blocks of information within a Heading, e.g., schools attended, jobs held, activities undertaken and so on. Leads are the first words of each Entry. And Leads are extraordinarily important.

Leads draw the eye of the resume reviewer to an Entry. Leads capture the employer's attention. Leads pique the employer's curiosity. And yet, most people blow their Leads.

Don't Blow Your Leads

Remember this rule: lead with your strength. That rule applies to sequencing Headings. But it also applies to your Leads. The Lead for each Entry should be the strongest point about yourself. So that you understand this vital function of Leads, let's look at some examples.

Suppose you attend a well-respected college. The Lead for that Entry most likely will be the name of the college. Thus, your Lead under the Education Heading would look like this:

Education: Harvard College, Cambridge, Massachusetts.
B.A. in History, May 1985. Curriculum required extensive
independent research and writing. GPA in major = 3.1.

In that Entry the emphasized Lead makes the credential leap off the page. Remember, the employer is devoting about 30 seconds in the first resume review. All you want to do at first is to get in the "let's take a look" pile.

Suppose, on the other hand, that our Harvard student wants a job in the computer industry and is about to receive a B.S. in Computer Science. The student might decide to lead with the degree instead of the name of the school. So the Heading, Entry and Lead would look like this:

Education: B.S. in Computer Science, Harvard College, Cambridge, MA
Degree expected May 1985. Computer courses included Assembly
Language, BASIC, FORTRAN and Pascal. Senior computer
project entailed developing and testing an inventory control
system for a small business.

In the Education Heading your Lead should be either the name of the school or the name of the degree, depending on which one is the more impressive or more directly relevant to the job you seek.

Leads in the Employment Heading

People also tend to blow their Leads in the Employment Heading. The problem usually crops up either with position titles or dates. Let's examine the problem of Leads in the following two examples:

Employment: Clerk B, Department of Agriculture, Washington, D.C.
Worked during the summer as a typist. General office duties.
Summer 1983.

Employment: 6/8/83-8/27/83, Clerk B, Department of Agriculture,
Washington, D.C. Worked in the summer as a typist. General
office duties.

In the above two examples the resume writers blew their Leads. Is the employer impressed that the first person was a "Clerk B"? Does the employer even care that the second person began work on the 8th of June and ended on the 27th of August? No, to both questions. In each example the writer broke the rule of leading with strength. The strength, of course, is the Department of Agriculture. The Heading, Lead and Entry should look like this:

Employment: United States Department of Agriculture, Washington, D.C.
Worked in the office of Director of Farm Programs. Provided effective clerical assistance; observed the operations of a major government department; interacted with top officials.
Summer 1983.

Notice in the above example that the resume writer didn't even mention the position, Clerk B. Why? Because Clerk B just isn't very exciting. The strength lay not in the position but in the name of the employment entity. The Lead, then, is the entity, not the position.

Honestly Inventing a Position as a Lead

Let's turn the problem around. Suppose you worked for Buffalo Bob's. That's right. Buffalo Bob's. That's the name. Doesn't exactly send shivers up your spine, does it? Suppose your job was to

assist the manager and owner of this highly popular men's clothing store specializing in western attire. You really didn't have a position. You just helped the owner and did what you were told to do. Okay. What's your Lead? Buffalo Bob's? No! Your Lead looks like this:

Employment: Assistant to the Manager, Buffalo Bob's, Fairfax, Virginia. Worked 50 hours per week as the right-hand man of the owner and manager of a popular men's clothing store specializing in western attire. Gained significant experience in retailing, including direct contact with clientele, retail displays, inventory and promotions. Summer 1983.

Switching Leads

Some situations demand that you switch your Leads. For some jobs you might lead with the employer because the name of the employer is more impressive. For other jobs, however, the name of your position is far more impressive than the name of the employer. Can you switch Leads? Why not? You're writing the resume. You're creating your 30-second message. You're in control. You're displaying your life in the strongest possible way. Will the employer hold your Lead switching against you? No, in the 30-second scan that initially determines your fate, the employer will receive the messages you want the employer to receive. The employer won't even notice the apparent inconsistency.

To summarize the Employment Heading, you should lead with the employment entity or the position, whichever is more impressive. Rarely should you lead with the date.

You should use the same strategy to develop any Leads for any other Entries in any other Headings. In the Activities Heading you lead with the name of the group as a rule. But if you held an impressive

office, then you lead with the position. In all events you lead with your strength!

PROBLEMS WITH DATES

Do you have a problem with your dates?

For some reason people get fixated on dates when they write their resumes. Generally they put them in the strangest places and include them for practically every breath they've taken in their entire lives. Let's take a look at these problems and solve them once and for all.

As a general rule you need only document the year you were graduated or will be graduated by a particular school and the beginning and ending dates of your employment positions. You do not have to put a date for each office you held in each organization in college. Such information is virtually meaningless. Employers want and need to know when you received or will receive a college degree. They want and need to know how long you lasted at each job. They do not need or want to know when you served as Rush Chairman for Phe Phi Pho Phum Fraternity.

If employers want and need to know the dates under Education and under Employment, where and how do you reveal that information? Let's first look at the "where" and then the "how."

Where To Put Dates

Before you can decide where to put Education and Employment dates, you first have to decide whether that information is important enough to emphasize or, frankly, to hide. For example, if you've worked every summer since your sophomore year in high school, you might want to emphasize dates to show

you're accustomed to hard work. On the other hand, if you have some embarrassing gaps in your employment, then you certainly don't want to emphasize your embarrassment by highlighting dates. By the same token, if you've been out of college for a few years and stayed with one awful job for only a short time, you don't want to emphasize the beginning and ending dates of that job else you'll look like a job hopper.

First decide on the relative strength of your dates. If the dates are positive, then highlight them. If the dates are negative, then hide them. If the dates are irrelevant, then include them but don't draw attention to them.

You can highlight "strong dates" by placing them in the left-hand margin or even by using the dates as Leads. Take a look at the next two examples where the resume writer wants to emphasize dates.

Employment:

Summer 1982 Yummy Burger, Nags Head, North Carolina.
Traveled to the Outer Banks and obtained employment in a fast-food restaurant. Earned sufficient funds to pay for all summer expenses and to save \$1,000 for college costs.

Employment:

Summer 1982, Yummy Burger, Nags Head, North Carolina.
Traveled to the Outer Banks and obtained employment in a fast-food restaurant. Earned sufficient funds to pay for all summer expenses and to save \$1,000 for college costs.

As a general rule, however, you will not want to emphasize your dates. Place them within the Entry either after the Lead, in the text of the Entry, or at the end of the Entry as follows:

Date after Lead

Employment: Yummy Burger, Nags Head, North Carolina, Summer 1982.
Traveled to the Outer Banks and obtained employment in a fast-food restaurant. Earned sufficient funds to pay for all summer expenses and to save \$1,000 for college costs.

Date within Entry

Employment: Yummy Burger, Nags Head, North Carolina.
In Summer of 1982, traveled to the Outer Banks and obtained employment in a restaurant. Earned sufficient funds to pay for all summer expenses and to save \$1,000 for college costs.

Date at End of Entry

Employment: Yummy Burger, Nags Head, North Carolina.
Traveled to the Outer Banks and obtained employment in a fast-food restaurant. Earned sufficient funds to pay for all summer expenses and to save \$1,000 for college costs. Summer 1982.

To summarize, then, you should highlight dates in the left margin or as Leads if the dates themselves are the strong points. Otherwise, to hide or simply to downplay your irrelevant dates, place them after the Lead, within the Entry, or at the end of the Entry.

That takes care of the "where." Let's look at the "how."

How To Display Dates

Okay. Read this quickly. Then look away from the page and see if you can remember the dates when

this person was employed: 6/10/83-9/27/83, 6/14/82-9/12/82, 5/6/81-7/11/81. Now, look away real fast. Can you remember the dates? Wasn't it irritating trying to figure out the months, days and years?

Now read this quickly and you'll immediately remember when this person was employed: Summers 1983, 1982, 1981.

The bottom line? Don't use numerals and slashes to reveal dates. Instead, spell out the time period such as Summer, Spring, Christmas Break or whatever. Or to give beginning and ending dates of a longer-term job, spell out the beginning month and year and the ending month and year. Like this: November 1980 - June 1983. That's a heckuva lot more comprehensible and pleasing to the eye than 11/3/80-6/6/83.

CAN YOU GIVE 'EM WHAT THEY WANT?

In this chapter we've reviewed the content of a resume. You've learned what various Headings should contain. You've learned to write for your audience. You've learned to show accomplishments. You've also learned the strategy of positioning information by sequencing Headings and developing effective and eye-catching Leads. And finally, once and for all, you've learned to avoid the traps that dates can cause on your otherwise well-prepared resume. You're about ready to begin.

But first, Write This Way Folks!

7.
*Write This Way
Folks!*

Resume Writing Style

Employers want people with well-developed Communication Skills. Certainly your ability to write might interest the employer. Your resume is a written document. Therefore, your resume should serve as some sample of your writing skills. Yet, many people will prepare a resume chock full of grammatical mistakes, a resume written in a style that would make a grammar school English teacher cringe. Let's look carefully at the writing style you should use as well as some of the grammatical mistakes people often make.

Resume Talk: Listings

Resume information will appear either as listings or sentences. If a group of words has a verb in it, it's a sentence. If it has no verb, it's a listing. Here's an example of a listing: B.A. in History, May 1985. Here's an example of a sentence: Worked 40 hours

per week waiting tables, assisting in the kitchen, and responding personally to customers.

The only real problem presented by listings is punctuation. Does a listing end with a period? The answer is maybe yes, maybe no. If a listing is followed by a sentence or another listing on the same line, it should end with a period. Study this example:

B.A. in History, May 1985. Curriculum included a broad array of liberal arts courses requiring extensive writing.

Because that listing was followed by a sentence on the same line, a period obviously was needed to end the listing. But take a look at this example:

University of North Carolina, Chapel Hill, NC
B.A. in History, May 1985

Both of those lines are listings not followed by other words on the same line. Thus, no period is necessary. You could, however, decide to include periods at the end of the listings, and it would be perfectly okay.

The problem is consistency. As you create your resume, make certain that if one listing has no period, all listings have no periods. Also, of course, make certain that all resume sentences do end with a period.

Resume Talk: Sentences

Most of your resume information will appear in sentences because you are writing your message for your audience to show your accomplishments. To do

this you must use verbs. If you use verbs, you're writing sentences. The resume sentence is different from the sentences you're used to constructing. To avoid overusing the first-person pronoun "I" as the subject of sentences, the resume sentence drops the grammatical subject. Thus, you do not say, "I developed a new inventory system saving 25% of floor space." Instead you say, "Developed a new inventory system saving 25% of floor space."

There is, however, no absolute prohibition on use of first-person pronouns. I've seen some very effective resumes that included an occasional "I." The result was a highly personal document quite appealing in style and tone.

Also, sometimes you must use first-person pronouns to emphasize a point. For example, suppose you held the same summer job for three summers. You correctly decide to emphasize the important point that you were asked to return for two additional summers. You want to use that verb "asked." You've got to put it either in the active voice or the passive voice. Whichever voice you choose, you cannot strongly make your point without using a first-person pronoun.

If you choose the active voice, there's no way you can write the sentence without using the first-person pronoun "me." You have to say, "The manager asked me to return for 2 additional summers." If you use the passive voice, you can write the sentence without using a first-person pronoun, but you end up with a weak point: "Asked to return for 2 additional summers." Or, "Was asked to return for 2 additional summers." Using the first-person pronoun yields this: "I was asked to return for 2 additional summers."

Finally, put your verbs in the first person, not the third person. I've seen some resumes that use the third person. Naturally, they sound like they're talking about somebody other than the resume writer.

GRAMMATICAL MISTAKES

It is unfortunate, but many resume writers make significant grammatical mistakes when composing their resumes. Nothing could be worse, of course, than touting one's communication skills in a grammatically incorrect resume. Without producing a complete grammar book here, I do feel compelled to review the most common mistakes people make.

Nonparallel Constructions

Looming as the grammatical mistake most frequently appearing on resumes is the nonparallel construction. Let's back up to grade school and review the rule. Whenever you state a series of things, events, accomplishments or whatever, you must use the same grammatical construction for each element of the series. To use a simple example, you do not say, "Yesterday, I went boating, hiking, and took a bicycle ride." Once you adopt the gerund for the first element of the series, i.e., hiking, you must follow the same grammatical construction for all elements of the series. Thus, "Yesterday, I went boating, hiking and cycling."

In a resume the writer frequently must reveal a series of events, duties, entities or accomplishments. So, the odds of writing a nonparallel construction are quite high. Thus, at Word Store we've seen nonparallel constructions like this: "Developed new inventory control system that saved limited space, expedited orders, and cost saving of \$500 per month." Once you begin that listing of verbs of the dependent clause, each item on the list must be a verb of the dependent clause. Thus: "Developed new inventory control system that saved limited space, expedited orders, and cut costs by \$500 per month."

Verb Tense

Verb tense sometimes presents a problem. If you're describing a previous job or activity, then definitely use the past tense. If, on the other hand, you're describing your current position or activities, then use the present tense even though this will necessitate a resume revision as soon as that current job or activity ceases.

Capitalization

Each resume sentence should begin with a capital letter. Each resume listing appearing on a line by itself or following a period on the same line should begin with a capital letter. Thus, don't do this:

University of Virginia, Charlottesville, Virginia
B.A. in History, May 1985
coursework in computers and marketing
honors included Dean's List & Departmental Honors

In the above example the coursework line is a listing on a line by itself. It should begin with a capital letter. The honors line is a resume sentence, which should begin with a capital letter as well. The resume sentence also should end with a period, although the other listings in that Entry need not end with a period.

Avoid seemingly clever tricks like typing your name in lowercase letters. Don't try to be mr. e.e. cummings. Follow ordinary rules of capitalization.

Any resume listing or parts of a resume sentence following a comma or a semicolon should begin with a lowercase letter. This is a common mistake. Many writers for some reason will produce this:

Duties included Taking inventory; Meeting customers; Ordering stock; Operating the cash register.

Follow ordinary, grammatical rules of capitalization.

Abbreviations

The only permissible abbreviations in a resume are abbreviated street addresses, abbreviated states and well-known acronyms. Abbreviations don't look very good, so whenever possible, don't abbreviate street addresses or states at all. If you abbreviate a state in one place in the resume, make certain that all states are abbreviated.

Also, for the 50 states use the two-letter abbreviations currently accepted by the Post Office. Here they are in alphabetical order:

Post Office Abbreviations of States

Alabama (AL)	Kentucky (KY)
Alaska (AK)	Louisiana (LA)
Arizona (AZ)	Maine (ME)
Arkansas (AR)	Maryland (MD)
California (CA)	Massachusetts (MA)
Colorado (CO)	Michigan (MI)
Connecticut (CT)	Minnesota (MN)
Delaware (DE)	Mississippi (MS)
District of Columbia (DC)	Missouri (MO)
Florida (FL)	Montana (MT)
Georgia (GA)	Nebraska (NE)
Hawaii (HI)	Nevada (NV)
Idaho (ID)	New Hampshire (NH)
Illinois (IL)	New Jersey (NJ)
Indiana (IN)	New Mexico (NM)
Iowa (IA)	New York (NY)
Kansas (KS)	North Carolina (NC)

North Dakota (ND)	Texas (TX)
Ohio (OH)	Utah (UT)
Oklahoma (OK)	Vermont (VT)
Oregon (OR)	Virginia (VA)
Pennsylvania (PA)	Washington (WA)
Rhode Island (RI)	West Virginia (WV)
South Carolina (SC)	Wisconsin (WI)
South Dakota (SD)	Wyoming (WY)
Tennessee (TN)	

Avoid almost all other abbreviation. Do not write the Department of Transportation as Dept. of Transportation or Dep't of Transportation. Do not put your position as Ass't Manager, or worse, Ass't Mgr. Write those words out. They look awful when abbreviated.

Perhaps the only other acceptable abbreviation is the widely known acronym. Thus, the Atlantic Coast Conference is the ACC. The National Collegiate Athletic Association is the NCAA. The National Association for the Advancement of Colored People is the NAACP. The same would hold true for most federal agencies. The National Labor Relations Board is the NLRB. The Securities and Exchange Commission is the SEC. But unless the acronym is a household word, don't abbreviate.

MATTERS OF STYLE

One of the best ways to write powerfully is to use action verbs. If you use lots of nouns, your writing will be mushy, weak and ineffective. Read this and you'll see what I mean:

Responsibilities as Assistant Manager included development and implementation of a new inventory system with a result of a maximization of space utilization.

Ugh! That sounds like a page from a Pentagon Standard Operating Procedure Manual. Notice the nouns: development, implementation, result, maximization and utilization. Yech! Weak. Mushy. Limp. Instead, you can convert many of those nouns to verbs and zap others to produce this:

As Assistant Manager, developed and implemented a new inventory system that maximized the use of available space.

Now you've said the same thing using fewer words. The revised passage clips along insisting that the reader pay attention. It has power and action. The reason? Verbs.

You want to avoid mushy noun-speak. To develop the knack you should watch carefully for a special kind of noun, the derivative noun. A derivative noun is derived from a verb, such as conclusion, implementation, emphasis, inference, and the list could go on forever. Watch for the suffixes -tion, -sion, -ence, -ance, -ency and -ancy. These typically are used to convert a verb into a noun.

Think about it for a minute. What part of speech is absolutely necessary to write an English sentence? A noun? Nope. A verb. Suppose you choose a derivative noun to convey a verb meaning. What kind of word do you need to complete a sentence? Some other verb. So, you grope around for another verb to hang the derivative noun on. Thus, you say things like this: "The board reached the decision that" You chose the derivative noun "decision" and then groped for the verb "reached." The problem disappears if you convert "decision" to its verb form "decide": "The board decided"

This one simple trick of declaring war on derivative nouns and converting them to their base verbs will tighten up your writing considerably. You'll be more persuasive. You'll use fewer words. Your writing will be action-packed. And if you're writing a 30-second advertisement of yourself, that's what you want to be. Persuasive and concise.

Action Verbs: A List of 287

Writing with action verbs is so important that I developed a list of 287 verbs that relate directly to resume writing. Study this list, which appears at the end of this chapter. Check those verbs that seem to describe your life, your education, your employment, your activities, your interests, your accomplishments. You'll be well on your way to writing a potent and convincing resume.

"Responsible for" and "Duties included"

A final word on verbs. To write with verbs you want to avoid nouns. Watch out for two overused expressions in resumes that grammatically require you to use noun forms. First, avoid the "Duties included" expression, which requires a noun or series of nouns to complete the sentence. You'd have to say, "Duties included management of cash drawer, supervision of 8 other employees, and creation of all advertisements." By zapping the "Duties included" expression and converting derivative nouns to verbs, you write, "Managed the cash drawer, supervised 8 other employees, and created all advertisements." Second, avoid the awful expression "Responsible for." Notice you're setting up a prepositional phrase, which requires a noun or series of nouns to complete the phrase. To complete the sentence you would have to say, "Responsible for management of cash drawer, supervision of 8 other employees, and creation of all

advertisements." By avoiding the "Responsible for" expression and writing with verbs, you've obliterated the problem of weak nouns.

Sometimes, I admit, you cannot avoid the "responsible for" or the "duties included" construction. If you need to use either, then choose gerunds as noun forms to complete the expressions. Thus, "Responsible for managing case drawer, supervising 8 other employees, and creating all advertisements."

Tooting Your Horn with Adjectives and Adverbs

Throughout this book I've emphasized the importance of tooting your own horn. No one else will toot it for you. You have to do it. One good way to congratulate yourself is with adjectives and adverbs. When describing an accomplishment, don't just say you "completed all assignments." Instead say that you "successfully completed all assignments on time." Don't say you "were assigned the task of entering the names and addresses of 20,000 businesses." Instead, go ahead, toot your horn and say, "Tackled the mammoth task of entering the names and addresses of 20,000 businesses."

Learning to toot your horn is so important in resume writing, I've prepared a list of horn-tooting adjectives and adverbs. It too appears at the end of this chapter. Study it carefully. Find evidence of you. Remember the 16 attributes the employer wants. And toot away!

Using Numbers

Why is baseball the national pastime? Why is "The Count" the most popular Sesame Street character? Because Americans love numbers. We thrive on statistics. We itch to quantify everything.

You should love numbers, too. Right in your resume. As you describe your accomplishments, include healthy doses of numbers that favor you. Thus, don't say you "served as Kitchen Manager of Zeta, Zeta, Zeta." Instead say you "served as Kitchen Manager of Zeta, Zeta, Zeta and successfully controlled an annual budget of \$85,000." Don't say you "helped train new waiters." Instead, say you "helped train more than 10 new waiters."

When you use numbers to describe your accomplishments, be sure the numbers are strong numbers not weak numbers. Here's an example of a weak number: "As Assistant Bank Teller, controlled a daily cash drawer with a \$1,000 limit." No, no, no. Make the numbers favor you. If you can, turn a weak number into a strong number. Using the same Bank Teller example, calculate the total amount of cash that passed through your hands during the job and say, "As Assistant Bank Teller, controlled a cash drawer and successfully accounted for more than \$250,000."

Use Numerals

When you use strong numbers to describe your accomplishments, write them as numerals. Now I know that style manuals insist on spelling out numbers under 10. Some insist on spelling out numbers under 100. Well, you're writing your ad, not your honors thesis. Numerals stand out on the page better than written numbers. So, go ahead and violate the style manuals in the interest of emphasis.

SUMMARY OF RESUME WRITING STYLE

In this chapter we've explored the writing style you should use when you write your resume. You've learned to avoid grammatical mistakes, especially the nonparallel construction. You've learned to capitalize

correctly and to punctuate correctly. You've learned to write crisply and powerfully with action verbs, not limp old nouns. You've learned to toot your horn with adjectives, adverbs and strong numbers.

When you combine what you learned about content in Chapter 6 with what you learned about style in this chapter, you're ready to put your resume on paper. By following the instructions on content and style you can produce a terrific resume.

But that terrific, well-built resume might very well be a loser. Its format might be awful. Its paper might be a bit kinky. Content and writing style are not enough. You must pay careful attention to appearance. Otherwise your well-written, carefully structured resume might still end up in the "that's a reject" pile.

LIST OF ACTION VERBS

accelerated	continued	foresaw	neatened
accomplished	contracted	formulated	negotiated
accounted for	controlled	forwarded	netted
achieved	convinced	fostered	observed
acquired	coordinated	found	opened
added	copied	gained	operated
adjusted	corrected	gathered	ordered
administered	counseled	gave	organized
advised	counted	grabbed	overcame
aided	crafted	graded	oversaw
alphabetized	created	greeted	paid
analyzed	critiqued	grossed	painted
anticipated	dealt	guided	participated
applied	debated	handled	perceived
appointed	decided	hastened	performed
appraised	defined	heightened	persuaded
arbitrated	delegated	helped	pioneered
argued	delivered	highlighted	placed
arranged	demonstrated	hiked	planned
assessed	designed	housed	played
assisted	determined	hunted	policed
assumed	developed	identified	prepared
assured	devised	implemented	presented
attended	did	improved	prevailed
authored	digested	included	processed
authorized	diminished	incorporated	produced
awarded	directed	increased	profited
began	discovered	indicated	programmed
bolstered	drafted	initiated	prohibited
boosted	dramatized	innovated	projected
bought	drew up	inspected	promoted
briefed	dropped	instructed	proofed
brought	earned	insured	proved
budgeted	edited	interpreted	purchased
built	educated	interviewed	put
calculated	elected	introduced	qualified
cataloged	employed	investigated	quickenened
caught	encouraged	joined	ran
caused	enjoyed	kept	rated
chaired	enlarged	labored	realized
changed	enlisted	launched	received
checked	ensured	lectured	recognized
chopped	entered	led	recommended
chose	established	licensed	reduced
classified	estimated	located	related
cleared up	evaluated	looked	renovated
closed	excelled	made	reported
combined	executed	maintained	rescued
communicated	exercised	managed	researched
compared	expanded	mapped out	resulted in
completed	expedited	maximized	returned
composed	explained	met	revealed
conceived	explored	modified	reviewed
concluded	familiarized	monitored	revised
conditioned	filed	motivated	said
conducted	financed	moved	saved
constructed	forecast	named	saw

scouted	spearheaded	supported	translated
screened	specified	surmounted	traveled
scrutinized	spoke	surveyed	treated
selected	started	targeted	tutored
sent	stated	taught	typed
served	stopped	tested	uncovered
set	straightened	tightened	unearthed
shipped	streamlined	took	unfurled
shored up	strengthened	took over	updated
showed	stripped	totaled	upped
sifted	studied	toured	welcomed
simplified	submitted	tracked	won
smoothed	suggested	trained	worked
solved	summarized	transferred	wrote
sought	supervised	transformed	

LIST OF HORN-TOOTING ADJECTIVES AND ADVERBS

academic(al)(ly)	dominant(ly)	logical(ly)	resourceful(ly)
accurate(ly)	eager(ly)	loyal(ly)	responsible(ibly)
active(ly)	easygoing	mammoth	robust(ly)
adventurous(ly)	efficient(ly)	mature(ly)	self-confident(ly)
aggressive(ly)	energetic(ly)	methodical(ly)	self-controlled
alert(ly)	enormous(ly)	meticulous(ly)	sensible(ibly)
ambitious(ly)	fair-minded(ly)	mild(ly)	sensitive(ly)
analytical(ly)	far-sighted	moderate(ly)	serious(ly)
artistic(ly)	firm(ly)	modest(ly)	significant(ly)
assertive(ly)	flexible(ibly)	motivated	sincere(ly)
attractive(ly)	forceful(ly)	natural(ly)	sociable(ably)
bold(ly)	formal(ly)	obliging(ly)	spontaneous(ly)
broadminded(ly)	frank(ly)	opportunistic	stable
businesslike	friendly	optimistic(ly)	steady(ily)
calm(ly)	generous(ly)	organized	strong(ly)
capable(ably)	good-natured(ly)	original	strong-minded
careful(ly)	healthy	outgoing	successful(ly)
cautious(ly)	helpful(ly)	painstaking(ly)	supportive
challenging	high(ly)	patient(ly)	tactful(ly)
cheerful(ly)	honest(ly)	persevering	teachable
clever(ly)	huge	pleasant(ly)	tenacious(ly)
competent(ly)	humorous(ly)	poised	thorough(ly)
competitive(ly)	imaginative(ly)	polite(ly)	thoughtful(ly)
confident(ly)	imposing	practical(ly)	tolerant(ly)
conscientious(ly)	independent(ly)	precise(ly)	tough
conservative(ly)	individualistic	progressive(ly)	trustworthy
considerate(ly)	industrious(ly)	prudent(ly)	unaffected
consistent(ly)	informal(ly)	purposeful(ly)	understanding(ly)
cooperative(ly)	intellectual(ly)	quick(ly)	unexcitable(ably)
courageous(ly)	intelligent(ly)	quiet(ly)	uninhibited(ly)
creative(ly)	inventive	rational(ly)	verbal(ly)
curious(ly)	kind	realistic(ly)	versatile
deliberate(ly)	large	reflective(ly)	warm(ly)
determined	leisurely	relaxed	wise(ly)
dignified	liberal(ly)	reliable(ably)	witty(ily)
discreet(ly)	likable	reserved	zany(ily)

8. Balloons & Dancing Bears

Resume Formatting

Colleagues of mine who grew up in the 1960s will recall the fashion of collectively sneering at fashion and most every other norm. I can remember fashionably thinking in law school that no one, absolutely no one, should be allowed to judge me by the clothes I wear. After all, I figured, if they can't see my intrinsic value, that's their problem, not mine.

As the '60s disappeared into the '70s, people began to whistle a different tune. Books like Dress for Success began to appear. Experts in body language emerged. An entire industry of images boomed. The children of the '60s got caught . . . with their ratty old pants down.

The next generation tuned into the importance of images. They realized that people do judge other people, at least initially, by what they wear. Even my generation had to admit that first impressions make a vital difference. We began to realize a fact of reality:

You Never Get a Second Chance To Make a First Impression!

First Impressions: Sizing People Up

Think for a minute. You're nervously waiting to interview a recruiter. The time arrives. You're ushered into the room. What do you immediately do? You size up the interviewer. How? By only two senses: what you see and what you hear. What do you see? Well, you don't see much skin, do you? Just a face. Just some hands sticking out of a suit coat. You see size. Tall. Short. Fat. Thin. But what is your main visual image?

What you see primarily during the first 30 seconds is clothing. You see very little content of character. You see very little structure of personality. You see little if any evidence of humor. No warmth. Nothing. Just clothes.

Of course, the sizing up is working the other way, too. The recruiter is sizing you up. What does the recruiter primarily see? Clothes. That's it. Nothing but clothes.

If you think this chapter is about proper dress and behavior in an interview, you're wrong. This chapter is about the clothing on your resume. Which will it be? Blue jeans? Or a navy blue suit?

First Impressions: Sizing Up Your Resume

Remember that employment manager facing a stack of 80 resumes to review each day. She takes a 30-second scan. She's sizing you up. What does she see at first? Content? Nope. She sees format and paper. She initially sees only the appearance of your resume. She can't see your tight and action-packed writing style, not initially. She can't even see your credentials, not initially. All she sees at first is

appearance. All she sees is the clothing on your resume. And that first, quick glance produces a reaction that might well determine whether she listens to your pitch or tunes you out. Banishing you forever to the "that's a reject" pile.

The Importance of Formatting

This chapter is about your resume's clothing, its format and layout. If your resume wears blue jeans, that's the first impression the employment manager will have of you. If your resume is messy, that's what the employment manager thinks of you. If your resume has a weird format, the employment manager probably thinks you have a weird format. You will never have a second chance to make this first, vital impression.

You might have written the world's best resume and not get a single interview. You have the world's best toothpaste, but nobody's buying. Unfortunately, you've put it in an unattractive package.

To produce a winning resume you must pay careful attention to its format. In short, you must package yourself professionally by producing a tasteful but powerful advertisement.

Balloons and Dancing Bears

Think of the tasteful and thereby memorable commercials you've seen on TV. They're the ones that succeed in getting the attention of people of good taste. Then think of the car dealer ads. The ones with balloons, trumpets, tubas, cheerleaders, confetti, clowns, dogs, screaming salesmen and dancing bears. Those ads are overemphasized. By emphasizing all messages, they emphasize none. Those ads might appeal to people with no taste. But they definitely do not impress people of good taste, which we hope includes the employment managers of this world.

Overwhelming Desire To Make Everything Stand Out

Many resume writers come up with the most tortured formats imaginable. The reason, I think, is that many people feel compelled to draw the reader's eye to every fact found in the resume. They feel they have to "set everything off." They want to make everything "stand out." They format the written word like it would never be formatted anywhere else. Not in a book. Not in a thesis. Not in a dissertation. Not on a poster. And certainly not in any decently formatted advertisement.

Seeking to make everything "stand out," many resumes resemble the used-car ads, complete with balloons and dancing bears:

Education: 9/80-6/84, B.A. Economics, University of North Carolina
 -courses included: Microeconomics
 Macroeconomics
 Money & Banking
 Economic Statistics
 Activities: Order of the Old Well
 Yackety Yack Yearbook Staff
 The Daily Tarheel Sports Section
 Cumulative Grade Point Average: 3.5 overall
 3.8 in major

Now the problem with that mess is that nothing "stands out" except maybe the bulging eyes of the employment manager as she strains to bring order out of chaos. Take a look at it. It has six separate left-hand margins. Count 'em. 1) far left at the Education Heading; 2) at the beginning of the Lead; 3) at the word "courses"; 4) at the word "Microeconomics"; 5) at the word "Order"; and 6) at the numeral "3.5." And what determined those margins? A graphic artist? No. The fortuity of the length of certain subheadings and a desire to "set everything off so it'll stand out."

When you sit down to put together your resume, you face two problems of formatting. First, you must decide "what goes where," which I'll call the Graphics of Positioning. The Graphics of Positioning will determine the overall layout of your resume. Second, once you've chosen an overall layout, you must decide on the Graphics of Emphasis to make things stand out. By carefully and tastefully choosing the correct Graphics of Positioning and Emphasis, you'll avoid the balloons and dancing bears syndrome, the death knell of most resumes.

THE GRAPHICS OF POSITIONING

What goes where?

The Graphics of Positioning determines the overall appearance of your resume. You must decide on the actual placement of your Caption and your Headings. Then you must create a consistent way to display your Entries. Let's study each in turn.

One-Address Caption

If you have a one-address Caption, you may either center the Caption or put it to the far left margin. In the centered Caption, be careful with your city and state, however. If your city and state have a large number of characters, you should abbreviate the state to the Post Office two-letter abbreviation. Otherwise, you'll end up with something like this:

JAMES SMITH
401 Main St.
Chattanooga, Tennessee 33333
(401) 999-9991

The city and state line takes up so much room, the Caption doesn't look good. You should abbreviate the state to produce this:

JAMES SMITH
401 Main Street
Chattanooga, TN 33333
(401) 999-9991

The trick for centered Captions is to make the length of each line as equal as possible. In the above example I abbreviated Tennessee and spelled out the word Street to make them as close to equal length as possible.

The same considerations hold for the left-margin, one-address Caption. Take a look at the same two examples:

JAMES SMITH
401 Main St.
Chattanooga, Tennessee 33333
(401) 999-9991

JAMES SMITH
401 Main Street
Chattanooga, TN 33333
(401) 999-9991

In the second example, making the lines as close to equal length as possible produces a more pleasing format.

Two-Address Caption

The two-address Caption will show your Home Address or Permanent Address and your Current

Address or Present Address or School Address or Office Address. Again, center your name at the top. Then select the address that has the longest address lines to put at the left and the address with the shortest address lines at the right. Here's why:

JAMES SMITH

Home Address:
1243 Devonshire Lane
Mapp, Ohio 23333
(203) 974-7836

School Address:
401 Jefferson Apartments No. 2
Chattanooga, Tennessee 33333
(401) 999-9991

The above format is unbalanced to the right. You can solve this problem simply by putting the longest address, here the School Address, at the left margin:

JAMES SMITH

School Address:
401 Jefferson Apartments No. 2
Chattanooga, Tennessee 33333
(401) 999-9991

Home Address:
1243 Devonshire Lane
Mapp, Ohio 23333
(203) 974-7836

Caption Creativity

The two formats above for the one-address and two-address Captions are not chiseled in stone. There is room for creativity. But watch out. Be creative if you truly have skill in the graphic arts. Otherwise, you'll end up producing something that'll only hurt your chances for an interview. At Word Store we've seen some very effective variations on formatting the Caption. Here's a sample of a different one-address Caption that saved considerable vertical space for a writer who wanted a one-page resume:

JAMES SMITH

1243 Devonshire Lane, Mapp, Ohio 23333 (203) 974-7836

And here's a one-address Caption of a writer who wanted to emphasize her place and date of birth. She effectively pulled it off by using a two-address format:

JANE SMITH

1243 Devonshire Lane
Mapp, Ohio 23333
(203) 974-7836

Born January 2, 1958 in
Ft. Lauderdale, Florida

Don't hesitate to be creative. But resist the temptation to be so bizarre that you raise the employment manager's eyebrows.

Headings

To illustrate the many formatting techniques that follow, I am taking the liberty of simply typing "x's" to show the text of the sample resumes. All we're concerned with here is the format, not the content. This way you can pay attention to the format only and not get sidetracked actually reading the text of the samples.

Formatting the Headings will determine the overall appearance and perhaps even the length of your resume. Two basic possibilities exist: Left-Margin Headings and Centered Headings. Let's look at each basic type on the following two pages.

Basic Centered-Heading Format

JAMES SMITH
1401 Main Avenue
Grundy, VA 22222
(804) 999-9998

OBJECTIVE

XX
XX

EDUCATION

XX
XX

XX
XX
XX

EMPLOYMENT

XX
XX
XX
XX

XX
XX
XX

XX
XX
XX
XX

XX
XX
XX
XX

ACTIVITIES

XX
XX
XX
XX

Professional References Provided On Request

Centered Headings: A Word of Caution

You might think the Centered-Heading Format allows you to get more information on your resume. This is probably true if you have a great deal of text and relatively few Headings. But if you have quite a few Headings, the Centered-Heading Format actually will reduce the amount of space available for text. Here's the reason. The Heading in a Centered-Heading Format takes up three vertical lines: one above the Heading, one for the Heading, and one below the Heading. Thus, if you have a resume with six Headings, the Centered-Heading Format eats up 18 vertical lines just for the Headings alone.

Here's another strike against the Centered-Heading Format. Unless you do have a lot of text and relatively few Headings, the Centered-Heading Format simply doesn't look very good. This is especially true when you keep in mind that the lines in each Entry will be of varying length. The Headings will tend to get lost. The overall visual effect will be out of balance, due primarily to the small amount of text and the varying length of the lines in each Entry. Thus, unless you have lots of text and relatively few Headings, you should probably use the Left-Margin Format.

Left-Margin Headings: The Margin for Entries

In the Left-Margin Heading Format the Headings appear at the far left margin. The Entries then should appear in the next established margin. They should not have a varying margin depending on the length of the Heading. Do not create multiple margins like this:

In the third example, begin the Entry at the margin you have chosen. To set off the Entry you may drop down $1\frac{1}{2}$ lines as I have done in the above example.

There are many variations on these two basic formats, the Left-Margin Heading Format and the Centered-Heading Format. In Chapter 10 we've provided eight basic formats of the same resume so you can choose your own or obtain some ideas for creating your own.

Consistent Appearance of Entries

Multiple margins and indentations present similar problems in resume Entries. As you format your Entries, keep in mind that a margin or indentation tends to attract the reader's eye. If too many margins and too many indentations try to attract the reader's eye too many times, you'll end up with the mess we saw above. Here it is again:

Education: 9/80-6/84, B.A. Economics, University of North Carolina
-courses included: Microeconomics
 Macroeconomics
 Money & Banking
 Economic Statistics
Activities: Order of the Old Well
 Yackety Yack Yearbook Staff
 The Daily Tarheel Sports Section
Cumulative Grade Point Average: 3.5 overall
 3.8 in major

The trick in repairing that resume Entry is to write and format it the way all other written information is prepared: in neat, crisp paragraphs or lists. By writing like we ordinarily write and by playing a few graphical tricks of emphasis (discussed below), we can take the mess above and produce this:

points. Keep your strategies consistent. Do not keep changing the graphical rules on the reader.

Having created the overall layout of your resume, you now turn your attention to the all-important devices you can use to emphasize your strengths, the Graphics of Emphasis.

THE GRAPHICS OF EMPHASIS

Now we get to the real tricks of the trade. When the employment manager gives your resume that 30-second scan, you want to control the eyes of the beholder so she will see the beauty in you. You do so by using one or more of the six effective techniques of graphical emphasis:

- 1) CAPITALIZATION,
- 2) Underlining,
- 3) **Bold**,
- 4) Vertical Spacing,
- 5) Horizontal Spacing,
- 6) Punctuation.

Caps, Underlining and Bold

You should use the first three, Caps, Underlining and Bold, to accentuate your Name, your strongest Leads and maybe your Headings. Choosing the right mix and extent of graphical emphasis is the trick. You do not want to overdo it, else the emphasis loses its impact. You should keep in mind, for example, that if you emphasize some Leads, you do not necessarily have to emphasize all Leads. You emphasize only those few messages you want to force the reader's eye to see.

The following examples use a variety of the first three graphical devices: Caps, Underlining and Bold. Notice the permutations are virtually endless.

Education: University of North Carolina, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Education: University of North Carolina, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Education: University of North Carolina, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Education: UNIVERSITY OF NORTH CAROLINA, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Education: UNIVERSITY OF NORTH CAROLINA, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Vertical and Horizontal Spacing

You should use the next two, Vertical or Horizontal Spacing, to make parts of an Entry "stand out." For example, if you want part of an Entry to "stand out," don't use too many multiple margins. Instead, use Vertical Spacing and drop down 1½ lines to set off the point or experience you're extolling. Here's an example of emphasis by Vertical Spacing where the Honors information is set apart from the Entry by dropping down 1½ lines:

Education: University of North Carolina, Chapel Hill, North Carolina
B.A. in History expected May 1988. Curriculum included
more than 33 hours in business-related courses.

Honors: Order of the Old Well, Order of the Grail (both
recognizing outstanding contributions to university life).

Horizontal Spacing can be used to pull some information over to the extreme right-hand margin to set it off. For example, if you include the Date on the Lead Line, you might want to use Horizontal Spacing to emphasize the Date this way:

Employment: Acme, Inc., Charleston, South Carolina Summer 1984.
XX
XX
XX.

Another example of Horizontal Spacing is the Right-Hand Justified Margin. As you read this book, you can see that the words of text line up exactly on the left and the right margins. My trusty IBM word processor is putting imperceptible amounts of space between each word and pulling out the entire line to produce the even right-hand margin.

If your Entries have quite a bit of text, the Right-Hand Justified Margin can look quite nice. If, on the other hand, your Entries are brief, do not justify the right-hand margin. Otherwise, you'll get stuff that looks like this:

Education: University of North Carolina, Chapel Hill, North Carolina
B.A. in History May 1988. Curriculum also included
more than 33 hours in business-related courses.
Honors: Order of the Old Well, Order of the Grail.

If you have your resume word processed, make certain the operator knows the tricks of producing proper right-hand justified text. The above example, and I've seen plenty just like it, looks terrible.

Punctuation

The only really effective punctuation to use for graphical emphasis is the bullet (●) or the asterisk (*). Some people insist on using the hyphen (-), but I believe the bullet or asterisk does the job of emphasizing quite a bit better. If you decide to use punctuation marks as graphical devices, be careful. If you overdo it, your resume will resemble a used-car ad.

The bullet or asterisk device is best used to highlight a series of events or blocks of information within a single Entry. Make certain, however, that each accented event has several lines of text. Otherwise, you'll have too many accents right next to each other and end up with the used-car ad once again. Here are examples using bullets and asterisks to set off accomplishments in a given employment position. If they were not used, the Entries would be so large that the resume reviewer might be tempted to skip over them.

Employment: Acme Widgets International, Salt Lake City, Utah
Territory Sales Manager. Initially employed as salesman in 1977. Due to record-setting sales generated during the first 2 years, I was promoted to Sales Manager.

- Recruited, hired and trained a sales force of 15 members. Managed and motivated these salesmen through personal follow-up, weekly sales meetings and constant encouragement.
- Developed a sales training manual for the Utah territory. Due to highly successful results, the manual was adopted for use by the company nationwide.
- Increased sales in territory by 80% in the first year, 150% in the second year, and 400% in the third year.

Employment: Acme Widgets International, Salt Lake City, Utah
Territory Sales Manager. Initially employed as salesman in 1977. Due to record-setting sales generated during the first 2 years, I was promoted to Sales Manager.

- * Recruited, hired and trained a sales force of 15 members. Managed and motivated these salesmen through personal follow-up, weekly sales meetings and constant encouragement.
- * Developed a sales training manual for the Utah territory. Due to highly successful results, the manual was adopted for use by the company nationwide.
- * Increased sales in territory by 80% in the first year, 150% in the second year, and 400% in the third year.

GRAPHICAL MISTAKES

Let's look at some typical mistakes people make with graphical emphasis.

Misemphasizing Headings

The most common mistake is emphasizing a Heading but failing to emphasize a Lead within the Heading. It makes little sense to draw the reader's eye to the word Education unless you also try to draw the reader's eye to the Lead within that Heading. The following example of this mistake is comparable to writing a book, printing the words CHAPTER ONE in large letters on the first page, and then including the name of CHAPTER ONE in small letters as follows: "the end of the universe."

EDUCATION B.A. History, May 1985, Yale University, New Haven, CT

Graphically, the above is precisely backward and should appear as follows:

Ugh! The reader's eye isn't drawn to that busyness. Indeed, the reader hopes to be able to avoid it. The above should avoid any underlining, bold type or capitalization. Just let the list sit there unadorned. Ironically, the absence of graphical emphasis, which does appear elsewhere in your resume, will draw the reader's eye to the list.

Other Graphical Quirks

Resume writers, all wanting to "set things off" and "make things stand out," will employ a vast array of weird graphical devices. As I mentioned in the Preface to Blue Jeans, the all-time records have to go to the architect who designed his resume like a blueprint and to the student who wanted his resume printed on paper bearing the image of a shade tree. But even less egregious quirks can detract substantially from an otherwise well-written resume.

Let's review the quirks.

Many resume writers load their resumes with all sorts of dashes (-), slashes (/), bullets (●), colons (:), asterisks (*), parentheses (()), multiple margins, and other bothersome distortions. The result is this:

Activities: Phe Phi Pho Phum Fraternity--President: 9/1/82--9/1/83.
 Duties included: -presiding over weekly meetings;
 : -supervising Rush activities;
 : -maintaining relations with university;
 : -coordinating social events.
 Also responsible for: *appointing committee chairmen;
 : *adhering to \$75,000 budget;
 : *chairing the Executive Committee.

Even though I have been a bit facetious in dreaming up the above disaster, I have seen plenty of resumes that adopt the strangest techniques for graphical emphasis. Avoid the quirks. Instead, use

the tasteful and very effective graphical devices we've discussed above in creating a document that will survive the 30-second scan and get you where you want to be: the "let's take a look" pile.

FORMATTING SUMMARY

In this chapter I've focused on the all-important techniques of formatting. The way you lay out information on your resume will say a great deal about you. A well-organized format shows a thoughtful person. Your format can actually control the eye of the beholder during that crucial 30-second scan. The format itself might indeed make the employment manager slow down and actually read your resume.

That first impression is vital. Remember the importance of clothes in sizing somebody up. The clothing on your resume will make that first, vital impression. Not its content. Not its writing style. Only its appearance. Only its clothing.

But appearance is only partially determined by format. Suppose you write a terrific resume. Suppose you have a dynamite writing style. Suppose your format would win an award for superlative graphic design. And suppose you printed that resume on a brown paper bag. Or cheap onionskin. Or lime green paper with pink borders. Or even just plain old Xerox paper. Another element of appearance enters the picture: production.

When you first meet someone, two basic senses are at work: sight and sound. But if you shake that person's hand, another sense comes into play: touch. Your resume will be seen but not heard. It will, however, be touched. That employment manager will pick it up. Thus, when you produce your resume, you must be concerned with two senses: sight and touch. To be properly dressed your resume must have the right look. And the right feel.

9 A Nice, Firm Handshake

Resume Production

You have followed the instructions in this book. You know you've got about 30 seconds to make your pitch. You have learned what employers want. You have assessed your life and found you've got the right stuff. You have decided on one of the three types of resumes. You have learned about the structure of a resume. You know about content and writing for your audience. You have learned to Write This Way. And you have just learned about the crucial importance of appearance and format. Now you must learn about the equally important determinant of appearance: production.

Picture your resume. There it is. Sitting in a pile of other resumes. There, just now, the employment manager finished reviewing the resume right above yours in the pile. Yours is next. She picks it up. She feels your resume. She quickly looks at it. She sees your resume. In those first few seconds only two senses are at work: sight and touch. Does an impression begin to form in her mind? You bet it

does. Just as an impression of a person begins to form immediately upon that first introduction, that first hello, that first handshake.

In that pile of resumes most of 'em wear blue jeans. Does yours? Even if it's properly written, structured and formatted, it still might wear blue jeans. It must be properly produced before it can effectively respond to and control those first two senses of sight and touch. To give you the edge over the rest of the pile I'll share with you our experience in production.

THREE PRODUCTION DECISIONS

When you produce your resume, you've got to make three decisions. First, you must decide how to produce it. Second, you must decide how to reproduce it to get the number of copies you want. Third, you must decide on the type and color of paper to use for your copies.

First Decision: How To Produce Your Resume

There are three ways you can produce your resume: 1) typing; 2) typesetting; and 3) word processing. Each has advantages and disadvantages.

Typing Your Resume

First, typing. If you plan to type your resume yourself, be careful. Make certain you have a top-notch typewriter. Be sure it makes the image by striking a carbon (not a cloth) ribbon. Be sure it has a "correcting" feature enabling you to strike out any mistakes; do not use "white out" to correct mistakes; no matter how hard you try, the mistake

will still show on your copies. Make sure your underline character produces truly straight underscoring rather than a series of jagged lines. Be prepared to forego any bold-faced emphasis on your resume as it is extremely difficult to produce on an ordinary typewriter. And finally, be ready to re-type the resume many different times, because you'll undoubtedly end up at the bottom of the page either with too little or too much space in the bottom margin.

In a word, don't type your resume. Let a pro do it. Preferably a pro with proper word-processing equipment or typesetting equipment.

Typesetting Your Resume

Second, typesetting. A lot of people don't know what typesetting is. Typesetting these days is done by computer technology. A typesetting machine actually photographs images of letters in a variety of "fonts" to produce a sheet of type. That type is then pasted up and positioned to produce "camera-ready copy." The type you see in most books is typeset. Does typeset look better than typewritten or word-processed material? Yes it does. But should you use it on your resume? Maybe yes, maybe no.

The typeset resume might give the impression that you're desperate for a job. (Now maybe you are, but the last thing you want to do is show it or admit it.) A typeset resume can give this impression because typeset material typically is prepared for high-volume print runs. The employer who receives a typeset resume might get the feeling she's received one copy out of hundreds sent to other employers.

Despite this potential negative many people want typeset resumes. If you decide typesetting is right for you, here's some advice on some traps to avoid.

First of all, make certain you pick the "font" used by the typesetter. Be sure to specify not only font style but also type size. Be sure you control the types of graphical emphasis employed. Many, many resumes left solely to the discretion of the typesetter will end up looking like a used-car commercial, complete with balloons and dancing bears.

Next, the product you receive from a typesetter will be a "paste up." This "paste up" will have "cut lines," which can only effectively be eradicated by printing your resume. In other words, you'll have to have a negative shot to produce a plate with no evident cut lines. That plate is then used to print your resume. If you're only getting 25 to 50 copies, the per-copy cost can be quite large at a printer.

Word Processing Your Resume

Third, word processing. The word-processed resume looks typewritten, which therefore looks more personal. The image you convey is one of personal response because a correctly word-processed resume can look like an original prepared for one particular employer. With a word processor you can experiment with different formats, you can use bold type, you can produce your text with a right-justified margin, you can make and correct mistakes. You can store your resume for future revision. You can tailor it to fit a particular job.

Word Store word processes resumes, and we think it's the only way to go. But be careful when you select a word processor. Make certain the equipment produces a truly sharp image. Take a careful look at the underlining feature and be sure it produces a straight and not a jagged line. Never, ever print out your resume on a dot matrix printer. At least it must be an impact printer striking a carbon ribbon.

The best word-processing printers are the IBM Ink Jet Printers and some of the newer Laser Printers. Word Store uses the IBM Ink Jet Printer, which has produced the text of this book you're now reading. Soon we'll have the newer Laser Printers.

To summarize, I believe the word-processed resume provides the best results. If you do type your resume, get it done by a professional. If you have your resume typeset, be sure you make the "font" and formatting decisions based on what you've learned in this book.

Those are the only three ways to produce your resume. Let's see how to reproduce it.

Second Decision: How To Reproduce Your Resume

You've got a good, clean original of your resume. You've produced it by a good typewriter, a good typesetter or a good word processor. Now you've got to reproduce it. There are only two ways to reproduce the copies you need. Either you have your resume printed, or you have it photocopied.

If you take your original resume to a printer, be sure that printer has the right kind of paper (see the discussion of paper selection below). If that printer does not have the proper paper, find one that does. If you can't find one that stocks the right paper, find out where you can buy the proper paper. Then take the necessary supply of paper with you to the printer. Before you order copies from the printer, be sure to ask for some samples. Make certain the printer can produce copies without the slightest extraneous dot or smudge.

The other way to reproduce your resume is to have it photocopied. Here you have to be extremely careful. First, be sure the copy center has the right kind of paper (as revealed below). Second, ask the copy center to run two copies of your resume before

you commit to ordering 50 or 100. Why two? Because the drums of many photocopiers make two impressions. If the drum has a speck on it, it might not show up on just one copy but would show up on the next copy. Carefully check the two copies and make certain you find absolutely no specks or flecks on either copy. If you do, ask the copy center to get rid of the specks by cleaning either the screen or the drum. If they can't, find another copy center that can produce fleckless copies.

Third Decision: Kind and Color of Paper To Use

As to paper type there is only one pat answer. Insist on paper made of 100% cotton fiber. In the trade this is called "rag content." So, be sure you specify "100% rag." Why not 50% or 25% cotton? Because of "feel." If you will get a piece of 100% cotton paper and a piece of 25% cotton paper in your hands at the same time, you'll notice a distinct difference in the feel of the paper. The 100% cotton paper simply feels richer, finer and more professional.

Is "feel" important? Of course it is. When that employment manager first picks up your resume, that's the very first contact she has with you. She feels your resume even before she sees it. That's the first handshake. In an interview you would not offer the interviewer a limp, dead-fish handshake. Then why should your resume feel like a dead fish? It shouldn't. It should be a firm and confident handshake. Only 100% cotton paper can do the job.

That takes care of kind. What about color? Really and truly there are only three acceptable colors. White. Off-White or Ivory. And Gray. White is White, so there's no problem there. But make certain that the Off-White or Ivory is just a subtle tan. Do not go with any distinctly brown paper or any unusual tan color. It should be very subtle. The same is true with Gray. The Gray should

be subtle. Gray. Not silver. Again, nothing kinky. Of course, it should go without saying that you'd never, ever use any pastel colors or other weird shades. But I just said it anyway, because we've had some mighty strange paper requests for printing resumes. The most recent was a dark shade of blue.

What color is right for you? It really depends on your targeted audience. If you're pursuing a conservative profession like banking or the law, then I'd stick with White or maybe a very subtle Off-White. If you're going into the business world, then any of the three colors is alright. If you're going into the entertainment or other artistic field, then you might decide to use Gray or a slightly darker tan.

Does this whole color business make any difference? A recent study showed that resume reviewers prefer Off-White or Ivory. Why? Probably because it's easier on the eyes when they're reviewing more than 80 resumes each night.

Matching Your Cover Letters

One consideration might help you with the paper decision: your cover letters. First of all, your resume paper should match your cover-letter paper. So, when you order resumes, be sure to order additional blank paper if you're typing your cover letters yourself. And if you are typing your own cover letters, you should select White paper. Why? Because you can strike out errors in your letters more easily on White than you can on Ivory or Gray.

TIME OUT FOR THIS TASTEFUL COMMERCIAL

I think that does it on production, reproduction and paper selection. Now it's time to toot my own horn. I've taught you how to do it in your resume. So, I'll follow my own advice and toot the horn of my

company, Word Store, the publisher of this book and the producer of the finest resumes in the United States.

We'll be right back after this brief message from our sponsor.

A Word about Word Store

Word Store is a word-processing service currently headquartered in Charlottesville, Virginia. Founded in 1980 by yours truly, Word Store has grown from a one-man (me), one-machine (my trusty IBM word processor), basement operation to a full-time business with five machines and a full-time staff of 10 people.

Word Store has provided resume and cover-letter services for students from more than 150 universities across the country. Our Legal Employment Letter Service has produced hundreds of thousands of personally typed cover letters for law students, lawyers, paralegals, and legal secretaries from all 50 states.

Word Store has produced hundreds of thousands of resumes for students across the country. We currently "electronically store" thousands of resumes so our clients can come back for quick and economical revisions.

This book on resumes wearing blue jeans is Word Store's second publishing venture. The company also published Citing & Typing the Law, written by yours truly, which is currently used by more than 10% of all judges in the United States, by thousands of law firms and corporations, and by more than 2,000 law students.

The Word Store Resume Service

Word Store's reputation as the nation's finest producer of resumes isn't just the idle talk of a horn-

tooting expert in horn-tooting. We have had clients come back and say the following:

"I can't believe the results I got with this resume."

"One interviewer told me he simply wanted to see the person who took the trouble to produce such a good-looking resume."

"I sent out 50 letters and resumes and got 15 interviews."

As our reputation spread, people came from more than 100 miles away to get a Word Store resume. Alumni of the University of Virginia commented that they had seen our resumes submitted to them and were extremely impressed. One alumnus returned to Charlottesville to get his resume produced after he had seen one submitted to him for an employment position; he remarked that it was the best job he had ever seen in six major American cities. We began to feel we were on the right track.

Recently we began to conduct resume-writing workshops for students. The materials we prepared and distributed to the workshop participants were greeted with considerable enthusiasm. Our original 22-page workshop handout seemed to help because we saw an immediate improvement in the quality of resumes submitted to Word Store for word processing and production.

It then dawned on me that I should write this book. To teach you how to write and prepare your resume. To convince you to send it to us for word processing and production.

How To Order the Word Store Resume

Have I got you interested?

If so, then here's how you can get your resume word processed and produced by Word Store. Follow these easy steps:

- 1) Follow the instructions in this book and write your resume.
- 2) Choose a format from the next chapter or invent your own.
- 3) Neatly print or type your resume in the desired format.
- 4) Send a copy of your resume with instructions on paper type, font type (see below) and number of copies desired to: Word Store, P.O. Box 5628, Charlottesville, Virginia 22905. If you have questions, give us a call at (804) 971-4741.
- 5) Calculate the charges according to the schedule of fees shown below.
- 6) Enclose a check or VISA or MasterCard Number and expiration date.
- 7) We'll input your resume and print out a draft.
- 8) We'll mail you the draft. You proof and make any corrections or changes you want.
- 9) Mail us the corrections or changes.
- 10) We'll make the changes, produce the original, reproduce your desired number of copies on the paper you specify, and ship them to your home by UPS.

Paper Available at Word Store

At Word Store we use the finest paper available. Cranes Crest. All paper is 100% cotton fiber. Avail-

able colors are White, Ivory and Gray. Naturally, all papers display exactly the image you wish to convey.

Font Styles at Word Store

You may choose one of three different fonts:

Proportional Spacing.
PROPORTIONAL SPACING IN CAPITAL LETTERS.
Proportional Spacing in Bold Letters.

Courier.
COURIER IN CAPITAL LETTERS.
Courier in Bold Letters.

Prestige Elite.
PRESTIGE ELITE IN CAPITAL LETTERS.
Prestige Elite in Bold Letters.

Electronic Storage Service at Word Store

Word Store will electronically store your resume on disk for three years. During that period you may order changes to your resume. You may delete outdated information, add new information, change your job objective, change your address or whatever. Instead of having to pay for the resume service all over again, you pay only for the revisions, a new original, and whatever copies you order. Thus, for only a few dollars you get a brand-new, updated resume.

As shown on the Fee Schedule below our Electronic Storage Service is \$8.95 for three years. Well, here's the deal of a lifetime. You've already spent at least \$8.95 for this book. Since you've already paid at least \$8.95, we'll give you free electronic storage.

To qualify for this terrific offer you must tear out and send to me the letter appearing on The Very Last Two Pages Of This Book.

Fee Schedule

One-Page Resume Word Processing including 25 copies on Cranes 100% cotton paper	\$ 19.95
Two-Page Resume Word Processing including 25 copies on Cranes 100% cotton paper	29.95
Three-Page Resume Word Processing including 25 copies on Cranes 100% cotton paper	39.95
Reference Sheet with 25 copies on Cranes 100% cotton paper.	7.95
Additional Copies (rate per page)12
Electronic Storage for Three Years. (free electronic storage if you tear out and send us the letter on The Very Last Two Pages Of This Book)	8.95
Revisions per line.50
New Original after Revisions (rate per page).	2.75
Shipping and Handling for any Order or Re-order	2.75

Virginia residents add 4% sales tax.

We hope you'll send your resume to Word Store. But if you don't, you can still follow the instructions in this chapter on the techniques of production and reproduction (of your resume). Some people might sniff at the notion that production makes a difference. But you've got to agree that the very first contact the employment manager has with you is that first moment when she touches your resume. She picks it up first. She feels it. She then begins to read it.

Shake her hand. Firmly and convincingly.

10. Who Is Justinus Regal?

Sample Resume Formats

Throughout this book I've provided samples of resumes. Although the anecdotes I've shared do involve real people (with totally changed circumstances to protect their privacy), all examples of resume Entries represent fictitious people whose education, employment, activities, interests and so on came only from my imagination. I don't think there's a Bill's Bar and Grill in Chattanooga, Tennessee. And I certainly hope there is no Justinus Regal, whom you'll meet shortly.

Copying Resumes Is Hazardous to Your Career

The resume samples in this book are fictitious, but perhaps they resemble your situation. Maybe, for example, you really did "earn a 3.1 GPA while working 20 hours per week during the academic year." I know you're going to be extremely tempted to borrow those words when you write your own resume. The

problem, of course, is that thousands of other readers might be similarly tempted.

Don't do it. Your resume absolutely must be a highly personal and unique document. Do not follow any resume book and borrow the descriptions of positions similar to yours. Don't follow the Headings of any other resume and try to plug your life into those Headings. Your life simply won't fit somebody else's resume.

At Word Store we've seen a very interesting phenomenon at the University of Virginia. All the Education School resumes look alike and have similar formats and Headings. All the Law School resumes look alike and have similar formats and Headings. Same with the Commerce School. Ditto for many other schools. Why? Students share their resumes with underclassmen. Placement Offices have sample resumes on file. And, quite naturally, when a student or anybody else tackles the imposing task of constructing a resume, the temptation is overwhelming to borrow from another resume.

I'm sure the same phenomenon occurs within other universities across the country. And what happens? Here's another true anecdote that shows the danger. I recently reviewed the resume of a college senior. He had considerable experience in computers. He constructed his resume using a standard sample in the placement office of his university. That resume was a functional resume that had these Headings:

DEMONSTRATED SKILLS

- * Creativity
- * Leadership
- * Writing Ability

This student, like hundreds of others, adopted these Headings and tried to squeeze his life into them. His life simply didn't fit. His resulting resume literally buried his substantial experience in computer programming and computer operations.

I convinced him to discard the copied Headings and to create his own: COMPUTER EXPERIENCE, PROGRAMMING EXPERIENCE, COMPUTER OPERATIONS. This way he touted his very considerable credentials and ended up with a first-rate resume.

Don't Do It

Don't do it. Use what you've learned in this book. Remember what employers want with you. Remember you've got about 30 seconds to make your first pitch. Choose the kind of resume you want. Devise the content and structure of your resume. Create your own Headings, Entries and Leads. Make your own decisions about the relevance of your Dates. Develop your own strategy and graphical devices to hammer home your strongest attributes, your vocational skills, your job objective, your most impressive Leads. But please don't copy the examples in this book!

Copying Formats Is Not So Hazardous

Formatting is a bit different. There probably is a finite number of formats that could be created to produce the results you want: a well-dressed resume with a nice, firm and enthusiastic handshake. Fact is, if you try to get too creative in the art of formatting, you just might end up with the blueprint or shade-tree resumes I joked about earlier. Or you might produce a used-car ad with balloons and dancing bears.

There's probably nothing wrong then with borrowing formats.

To that end I've put together some samples in the pages that follow. These represent suggestions only. Each one can be altered and tailored to fit your needs and strategies. Nothing is magic about these formats. They are not necessarily the best formats ever created in the history of resume writing. They are just some suggestions of formats that follow our rules on neatness and proper graphical emphasis.

Feel free then to construct your resume along the lines of the following formats. If you have decided to submit your resume to Word Store for word processing and production, we've included a "Format Number" at the top of each suggested format. When you submit your resume to Word Store, simply indicate the Format Number you would like us to use for your resume. Alternatively, if you've decided to alter our suggested formats or have developed a unique format of your own, then simply present your resume to us in that format and instruct us to produce it "as is." See The Very Last Two Pages Of This Book.

Who Is Justinus Regal?

Copying resumes can be so hazardous to your career, I've devised a special no-copying control system to discourage and perhaps prevent your copying the text in the following sample formats. I think I've made certain that you will create your own Headings, that you will devise your own Leads, that you will place your Dates in the proper place, that you will write your own Entries to show that employment manager you have the right stuff.

After all, who on earth could copy the life of Justinus Regal?

Format #1: Plain & Simple, Left-Margin Headings, Proportional Spacing Font

JUSTINIUS REGAL
100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

- Objective: To assume a position of major responsibility in the wine industry.
- Education: Le Vin d'Institute Magnifique, Paris, France.
B.S. in Chablis and Brie expected May 1988.
Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.
Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).
- Fine Wine Experience: Maltese Manor, Tuscanny Hills, California.
Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.
Seminar Marketing Associates, Walnut, California.
Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.
- Activities: Founder and President, The Annie Green Springs Memorial Society.
President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
Treasurer, New York Times Weekly Readers Club.
- Languages: Fluent in French. Well-developed English accent.
- Travel: In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.
- Interests: Collecting monogrammed tennis racket covers.
- References: Excellent professional references will be provided upon request.

Who Is Justinus Regal?

Format #2: Bold & Brassy, Left-Margin Headings, Proportional Spacing Font

JUSTINIUS REGAL
 100 LeDeaux Enclave
 New Orleans, LA 44422
 (101) 111-1111 (home)
 (101) 345-6789 (auto)

- Objective:** To assume a position of major responsibility in the wine industry.
- Education:** Le Vin d'Institute Magnifique, Paris, France.
 B.S. in Chablis and Brie expected May 1988.
 Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.
Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).
- Fine Wine Experience:** Maltese Manor, Tuscanny Hills, California.
 Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.
Seminar Marketing Associates, Walnut, California.
 Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.
- Activities:** Founder and President, The Annie Green Springs Memorial Society.
 President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
 Treasurer, New York Times Weekly Readers Club.
- Languages:** Fluent in French. Well-developed English accent.
- Travel:** In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.
- Interests:** Collecting monogrammed tennis racket covers.
- References:** Excellent professional references will be provided upon request.

Format #3: Centered & Bold Headings, Bold Leads, Proportional Spacing Font

JUSTINIUS REGAL
100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

CAREER OBJECTIVE

To assume a position of major responsibility in the wine industry.

EDUCATION

Le Vin d'Institute Magnifique, Paris, France, B.S. in Chablis and Brie, May 1988. Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.

Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).

FINE WINE EXPERIENCE

Maltese Manor, Tuscany Hills, California.

Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.

Seminar Marketing Associates, Walnut, California.

Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.

ACTIVITIES

Founder and President, The Annie Green Springs Memorial Society.
President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
Treasurer, New York Times Weekly Readers Club.

FOREIGN TRAVEL

In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

Excellent Professional References Will Be Provided On Request.

Format #4: Left-Margin Headings, Indented Entries, Proportional Spacing Font

JUSTINIUS REGAL
100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

Objective:

To assume a position of major responsibility in the wine industry.

Education:

Le Vin d'Institute Magnifique, Paris, France.
B.S. in Chablis and Brie, May 1988. Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.

Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).

Fine Wine Experience:

Maltese Manor, Tuscanny Hills, California.
Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.

Seminar Marketing Associates, Walnut, California.
Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.

Activities:

Founder and President, The Annie Green Springs Memorial Society.
President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
Treasurer, New York Times Weekly Readers Club.

Foreign Travel:

In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

Excellent Professional References Will Be Provided On Request.

Format #5: Paragraph Format, Right-Justified Margin, Prestige Elite Font

JUSTINIUS REGAL

100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

Objective: To assume a position of major responsibility in the wine industry.

Education: Le Vin d'Institute Magnifique, Paris, France. B.S. in Chablis and Brie, May 1988. Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.

Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).

Fine Wine Experience: Maltese Manor, Tuscanny Hills, California. Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.

Seminar Marketing Associates, Walnut, California. Served as Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.

Activities: Founder and President, The Annie Green Springs Memorial Society. President, LeDeaux Chapter, Volvo Enthusiast Clubs of America. Treasurer, New York Times Weekly Readers Club.

Foreign Travel: In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

Interests: Collecting monogrammed tennis racket covers.

References: Excellent professional references will be provided upon request.

Who Is Justinus Regal?

Format #6: Left-Margin Headings, Bullets, Proportional Spacing Font

JUSTINIUS REGAL
100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

Objective: To assume a position of major responsibility in the wine industry.

Education: Le Vin d'Institute Magnifique, Paris, France.
B.S. in Chablis and Brie expected May 1988. Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.

Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).

Fine Wine Maltese Manor, Tuscanny Hills, California.

Experience:

- Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques.
- Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer. Summers 1987, 1986.

Seminar Marketing Associates, Walnut, California.
Wine & Cheese Party Coordinator.

- Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups.
- Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs.
- Series of parties that summer produced a 25% increase in wine and cheese sales. Summer 1985.

Activities: Founder and President, The Annie Green Springs Memorial Society.
President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
Treasurer, New York Times Weekly Readers Club.

Languages: Fluent in French. Well-developed English accent.

Travel: In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

References: Excellent professional references will be provided upon request.

Format #7: Dates Emphasized, Left-Margin Headings, Proportional Spacing Font

JUSTINIUS REGAL
100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

Objective: To assume a position of major responsibility in the wine industry.

Education: Le Vin d'Institute Magnifique, Paris, France.
B.S. in Chablis and Brie expected May 1988.
Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.
Awards: Received the Brow Award (recognizing unique aptitude for assuming a quizzical mien) and the Better Burgandy Accent on English Award (placed first in wine advertising competition sponsored by the American Wine Industry Advertising Bureau).

Fine Wine Experience

Summers 1987, 1986 Maltese Manor, Tuscanny Hills, California.
Initially employed in the Grape Crushing Department of this world-renowned winery known primarily for its use of ancient techniques. Instituted a quality and sanitation control system since adopted by most major wineries and currently known as Ped Agree. Due to immediate successful performance, advanced quickly to the Wine Tasting Department and was asked to return for an additional summer.

Summer 1985 Seminar Marketing Associates, Walnut, California.
Wine & Cheese Party Coordinator. Worked 50 hours per week during summer after freshman year in college setting up suburban wine and cheese parties to promote a variety of wine and cheese products. Selected the most appropriate locations, leased space, developed all promotions and procured the obligatory disposable cups. Developed a unique system for rapidly producing and re-using wine bottle candle holders with intriguing drip designs. Series of parties that summer produced a 25% increase in wine and cheese sales.

Activities: Founder and President, The Annie Green Springs Memorial Society.
President, LeDeaux Chapter, Volvo Enthusiast Clubs of America.
Treasurer, New York Times Weekly Readers Club.

Languages: Fluent in French. Well-developed English accent.

Travel: In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

Interests: Collecting monogrammed tennis racket covers.

References: Excellent professional references will be provided upon request.

Format #8: Double-Indented Paragraphs, Justified Margin, Prestige Elite Font

JUSTINIUS REGAL

100 LeDeaux Enclave
New Orleans, LA 44422
(101) 111-1111 (home)
(101) 345-6789 (auto)

OBJECTIVE

To assume a position of major responsibility in the wine industry.

EDUCATION**Le Vin d'Institute Magnifique**, Paris, France.

B.S. in Chablis and Brie, May 1988. Coursework included Proper Attire, Olfactory Sensing of Less Than Satisfactory Vintages, Glass Swirling, Baritone Voice Control and the Art of Hiding an American Accent. GPA = 3.1 in Brie.

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FOREIGN TRAVEL

In addition to studying in France for 4 years, extensively toured the Continent on 8 different occasions. Visited the major vineyards in France, Italy and Germany. Also condescended to make token appearances at Spanish and Portuguese wine-making facilities.

Excellent professional references will be provided upon request.

11. A Banged-Up, Old Jalopy

Cover Letters

If you've followed the instructions of the first 10 chapters, you should have a dynamite resume. I know you have a terrific resume if you followed the instructions of this book and sent your resume to Word Store for production.

So what are you going to do with that terrific resume? Deliver it to the employer in a broken-down, old jalopy? Or have it arrive in a Mercedes Benz?

What To Do with Your Resume

You want your resume to end up in the hands of someone with the power to hire or interview you. Either you deliver it personally or you send it in the mail. If you want to learn the best techniques of personally delivering it, I suggest you get the terrific book, What Color Is Your Parachute?, written by Richard Bolles and published by Ten Speed Press.

If you plan to send it through the mail, then I have my own suggestions to make in this chapter.

If you've written, formatted, produced and reproduced a wonderful resume, then you should pay as much care and attention to the cover letter that carries your resume to an employer. After all, it really makes no sense to send a well-dressed resume to its destination in an old, banged-up jalopy. No, your resume should arrive in a limo . . . with a cover letter that conveys the same professional traits you've sought to tout in your resume.

Let's look carefully at the techniques of constructing and producing cover letters that will get results. Cover letters that will get noticed. Cover letters that will effectively set you apart from the vast majority of other applicants.

THE THREE PARAGRAPH RULE

The best cover letters are short and to the point. The employer does not have a lot of time to read a major dissertation. Instead, you should honor the 30-second rule and realize that regardless of what you say, the employer is going to scan your letter. The employer will make virtually the same decision employment managers make when they review a stack of resumes. Does it get in the "that's a reject" pile or the "let's take a look" pile?

Rarely use more than three paragraphs to write your cover letter. The first paragraph should state who you are and what you want. The second paragraph should stress your strongest points and relate them directly to the position you seek. The third paragraph should use a typical salesman's "close" and request definite action on the part of the reader. Let's look at each paragraph individually.

Paragraph #1: Who You Are and What You Want

In the first paragraph, introduce yourself and let the employer know why you're writing. Don't start out and say, "My name is Justinius Regal. How are you this fine morning? I'd like a job with major responsibility in the wine industry." I've seen some corny ones start just like that.

Instead, introduce yourself by directing the employer's attention to your current status. For example: "I am a graduating senior from the World University interested in launching my career in public relations with Consolidated Widgets." Or: "I am a senior Vice-President with Acme Manufacturing interested in exploring possible affiliation with Consolidated Tire."

Another effective point to stress in the first paragraph is your interest in the geographical location of the prospective employer. For example: "Though I have thoroughly enjoyed my education in the South, I have always planned to return to Peoria where I have family and friends." Alternatively, you might include in the first paragraph some explanation of why you seek a new position. For example: "Although I have profited immensely, both professionally and financially, during my seven years with Acme, I believe the time has come for a professional change."

The possibilities in the first paragraph are almost limitless. Later I'll discuss how you should vary the first paragraph depending on whether you're responding to a classified ad, following up on a personal lead, or sending out a mass mailing.

The rule to remember is to keep it short and to the point.

Paragraph #2: How You Can Benefit the Employer

In the second paragraph you should sell yourself. Your perspective, however, should be the reader's

point of view. What can you offer the employer? How can your experience benefit the employer? What's in it for the employer? Not what's in it for you.

Most cover letters will begin the second paragraph with this terribly tortured and overused expression: "Enclosed you will find a copy of my resume." (As if the employer has to look for it? As if the employer doesn't expect you to include a resume?) I've seen even stuffier beginnings: "Enclosed herewith please find a copy of my resume." Avoid these cliches.

Instead, direct the employer's attention to your strongest points and relate them to the needs of the employer. For example:

As you can see on my enclosed resume, I have had a wealth of practical experience in public relations. My summer public relations jobs with Ernest and Jacoby gave me the chance to prepare from scratch no fewer than 24 separate press releases and proposed copy for 12 brochures. Certainly this experience, coupled with my Dean's List performance at World University, can benefit Acme substantially in its continuing efforts to maintain and improve its position in the widget industry.

In paragraph #2 you should remember to use the techniques I discussed in the chapter on writing your resume. Use action verbs. Use numbers. Toot your horn. Show your stuff. Show how you can help the employer.

Here are some real-life examples. Word Store helped a young lawyer relocate from the Northeast to the Sun Belt. He had held a position for five years and had amassed considerable writing experience. Here's his middle paragraph:

During the past five years I've prepared more than 75 trial briefs, 42 appellate briefs to the state intermediate appellate court, 17 appellate briefs to the state supreme court, and 74 briefs to the United States Court of Appeals for the Second Circuit. Subject matter in these cases has ranged from antitrust to complex federal tax matters, precisely the types of cases you confront in your practice. After you review my enclosed resume, I think you'll agree I possess the exact credentials you seek in your new associates.

Another good trick in the second paragraph is to point out how easy it would be for the employer to hire you. Most employers, especially in smaller organizations, don't like to hire new people. New people require a lot of time and money to assimilate and to train. They represent quite a risk if they don't work out. Here's what one successful job seeker said:

My experience is so substantial that I represent a risk-free addition to your staff. Little, if any, start-up time will be required before I am producing for you more than enough income to pay my salary several times over.

In the second paragraph you have just a few sentences to draw the employer's attention to your strongest points. You want to paint a vivid picture of the major benefits you can bring to the employer's organization.

Paragraph #3: The Call for Action

Here's where most cover letters fail terribly. They end with this: "Thank you for your time and consideration. I hope to hear from you soon."

Hear what? That the employer doesn't want you? That the employer received your letter and will keep it on file? That she wishes you luck in the future?

No, don't end that way. Tell the employer what you want the employer to do. Like any good salesman, you have to close and close hard. Several possibilities exist.

If you're writing to a local employer, then your third paragraph should definitely ask for an interview right away. I've seen some very effective local cover letters close with this one sentence: "When may we get together for a personal interview?" Not "may we." But "when may we."

If you're writing to an out-of-town employer and plan to be in that employer's area, then you should definitely say so. For example: "I plan to visit Peoria during the week of November 7-14 and will welcome the chance to meet you personally. Please let me hear from you right away." Notice. Not "would welcome the chance." But "will welcome the chance."

Quite simply, the third paragraph must be a "call for action." Tell the employer exactly what you want her to do.

Some Do's and Don'ts

For your cover letters use paper that matches your resume. If you type your cover letters yourself, make certain the typewriter has a correcting feature. No erasures allowed. No "sno pak" or "white out." Otherwise, hire a professional. It's definitely worth the money.

Do include all possible telephone numbers in your return address. Even if the same information appears in your resume. Make it very easy for the employer to respond "right away."

If you're currently employed, do not use your current employer's letterhead. The message you convey says you use company time and supplies to pursue your own ends.

Do not get personal letterhead printed up. This conveys the same message as the typeset resume. You've sent out thousands of these letters and are desperate for a job. Now that may be true, but never, ever admit it or show it.

Here's a biggie. Do not "preach" to the employer. This is a very common mistake and turns the employer right off. For example, never begin a letter like this: "In today's highly competitive business world companies must be extremely careful to control the quality of their products and services." Well, of course they must. The employer knows that and doesn't want to hear it from some "applicant."

Ending Your Letter

Do not end your letter stuffily like this: "Thank you for your time and consideration of this matter. Anticipating your reply, I am, Sincerely yours, Justinus Regal."

Instead, end your letter crisply like this: "Thank you for your time. Sincerely yours, Justinus Regal."

Signing Your Name

When you sign your name, make your signature bold and assertive. Don't scratch in a tiny little signature the employer can hardly read. And finally, use a fountain pen or one of those modern Pentel roller pens to sign your letters. Do not use a ball point. Dark blue or black ink is preferred.

THREE TYPES OF COVER LETTERS

You'll use a cover letter in three situations: 1) responding to a classified ad; 2) responding to a personal lead; and 3) sending out a mass mailing.

Classified Ad

Only a few variations to the above suggestions are needed to respond effectively to a classified ad. In your first paragraph when you introduce yourself, mention the ad, the position and the newspaper. For example: "I read your advertisement for a Public Relations Assistant in yesterday's Times. I am a graduating senior . . ." and continue with your introduction. In your second paragraph, make certain you respond directly to any qualifications described in the ad. Keep your comments to your strong points. Don't say anything negative. Tell the employment manager you have exactly what she wants. Finally, if the ad did not include a person's name, or if the ad was a "boxholder ad," then your salutation should be: Dear Sir or Madam.

Personal Lead

If a friend, colleague or acquaintance suggested you write a particular person to inquire about employment, then drop the lead's name in the very first sentence. For example: "I was talking with our mutual friend, Bill Johnson, yesterday. He suggested I write to you to inquire about my possible affiliation with Acme Widgets"

Mass Mailings

Do mass mailings work? Of course they do. Each year Word Store prepares over 100,000 personally typed cover letters for law students, lawyers, para-

legals, and legal secretaries from all parts of the country. They are writing to law firms, corporations, federal and state judges, federal agencies, and many other addressees. They send us their address list and their master letter or variations of the same letter. Our word processors produce individually typed letters for each addressee. We then ship the letters to these job seekers for them to sign, fold, stuff, seal, stamp and mail.

Word Store also prepares mass mailings for business students, architecture students, liberal arts majors, professionals and many others.

What kind of response do these people get? That depends on the product they're selling. Certainly people with little experience and very little strength in their resumes cannot expect a very good response. But those with good experience and good, solid credentials can and do get results.

What kind of response? Well, that also will depend on their market. Some professions grant many interviews as a result of mail solicitations. In the legal profession, for example, most law firms do not have sophisticated recruiting systems. Most law firms in this country have fewer than 10 members. They don't have the time or resources to devote to recruiting. Their needs can appear suddenly. At any given time, then, some percentage of all law firms is looking for a new associate.

The same is true of most professions and businesses. Most professional firms and businesses are small and do not have sophisticated recruiting systems. At any given time a certain percentage of employers is looking for employees. Next week or next month the percentage will probably be the same. The identity of those looking is unknown. Each week or each month the identity of those looking will change. Someone who was looking last month isn't looking now. Someone who wasn't looking last month is look-

ing now. Direct mail very efficiently and quickly seeks out those who're looking.

So, what kind of response can you expect? Oh, about 1-2% maybe. If you're lucky.

"That's a good response?" you ask. Sure. It's a terrific response. Ask anybody who has marketed goods and services by direct mail. All they expect is 1-2%. The best I've ever done selling through direct mail is 6%. The worst is, predictably, 0%.

There is one cardinal rule in direct mail. One absolute certainty. One guarantee I can make. Every letter you don't send will not result in an interview. Every letter you do send might result in an interview.

Is it a numbers game? Of course it is. Does it work?

Ask some Word Store clients. Ask the young professional woman who sent out more than 1,000 letters. She got better than a 2% response. She got more than 20 interviews. In three weeks flat she began her new job making \$12,000 more than she was making before. Ask the young liberal arts student who sent out 300 letters to large corporations. After just one month he had the precise job he wanted in Houston. Ask the many customers of Word Store who used our service four years ago, got the jobs they wanted, and are now coming back because it's time for a change. (After all, one of the best ways to move up is to move out!)

HOW TO LAUNCH A DIRECT MAIL CAMPAIGN

If you're seeking a position in the legal profession, launching a direct mail campaign is easy. Simply call Word Store at (804) 971-4741 and ask for our Legal Employment Letter Service Brochure. Our service can produce your cover letters to any law firm in the

United States, to nearly 5,000 corporations, or to any federal or state judge in the United States.

Now, for everybody else.

Getting an Address List

The hardest part of preparing a direct mail campaign is obtaining an accurate and up-to-date address list. The best place to begin your search is in a large, well-equipped library. If you're interested in private sector jobs, then try to locate a large business school library at a major university. Or, if you're currently in college, your Placement Office likely will have materials that will reveal names and addresses.

You're looking for directories. Standard & Poor's, Dunn & Bradstreet, the Job Bank Books, and a host of others publish directories of American companies, large and small. Other directories include membership lists of trade or professional associations. Also, if you're interested in a public sector job with the state or federal government, call the appropriate agencies and ask for the Public Information Officers. Tell them you need a directory of their various offices around the state or around the country.

Whom To Write

Many of these directories will have the names of executive officers. You should, of course, write to that employment manager we've talked about in this book. Watch for the title Vice-President of Personnel or Vice-President of Human Resources.

If you know the exact kind of position you seek, you should also write the executive in your field. If you want an advertising job, write to the Vice-President of Public Relations or the Vice-President of

Marketing. If you want a sales position, locate the exec whose title reveals a direct interest in sales. The same for computer positions, editorial positions or any other job. Try to identify the individual who might end up being your ultimate boss.

If you can identify both the personnel person and the ultimate boss, include both on your address list. Send a separate letter to each.

If you cannot identify a person, you're stuck with addressing your letters to the "Personnel Office" and including the salutation "Dear Sir or Madam."

How Many Letters To Send

With mass mailing you're playing a definite game with numbers. You're just looking for a 1-2% favorable response rate. This is the same level of response anyone in marketing will seek with direct mail advertising. I know the response sounds terrible, but think about it for a moment. What are you selling? Yourself. How much do you cost? Well, if you're looking for a \$20,000 job to last about five years, then you cost \$100,000 plus all the overhead needed to give you a place to work. If you're looking for a \$50,000 job for five years, then you're selling a \$250,000 item. I can tell you from a great deal of experience in direct mail that a 1-2% response rate for that kind of sale is wonderful.

Think about it for another minute. Why do car advertisers keep running ads all the time? Why not just run a few several times each year? The reason is that at any given moment a certain percentage of all people is in the market for a new car. To guarantee a maximum return on the advertising dollar the car manufacturers hit the market all the time. Are they really trying to convince someone who just bought a car to buy another? No. They're going after those who are beginning to think about buying a new car.

They're going after that small percentage that's ripe for a sale.

So, too, in the business of selling yourself. At any given moment in time a certain percentage of employers needs new people. New people for the exact kind of job you want. If you could magically determine exactly which employers are ripe for a sale, then you'd just send your letters to them. But you don't know which employers make up that small percentage right now. To maximize the return on your advertising dollar you must send as many letters as you can possibly afford.

Remember this fact of life. Every letter you don't send will definitely result in no interview. Every letter you do send has a 2% chance of yielding an interview. You hope to get about two interviews for every 100 letters you send out.

Remember another fact of life. If you send out twice as many letters, you'll get twice as many interviews.

Personalizing Your Cover Letters

With today's modern word-processing technology you can create a single letter and send it to hundreds of addressees. Each one is individually typed. Each one looks personal. But what about its "sound"? That's right. Does it sound personal?

Ideally you would prepare an individually written and tailored letter to each person on your address list. Each letter would sound highly personal. But such a project would be prohibitively expensive and time consuming.

At least you can try to tailor your set letter to each addressee by having your word-processing machine insert "variables" within the body of your letter. Each letter should have a personal salutation.

Each should say, "Dear Mr. Smith" or "Dear Ms. Thompson." But you can go further than this by variably inserting the name of the company and the name of the city or state.

First, the company. As you copy down your address list during your directory research, write down a "company nickname" or "organization nickname" for each addressee. The nickname will frequently be quite obvious. International Business Machines, Inc. is IBM. The Coca-Cola Bottling Company is Coca-Cola (not Coke). The Securities & Exchange Commission is the SEC.

Other nicknames won't be so obvious. You'll simply have to dream them up. Try to figure out how the people working for that company would refer to the company in general conversation. For example, a company named International Widgets Consolidated, Inc. is probably nicknamed "International Widgets." Typically you can figure it out.

The point is this. In the body of your letter you can have your word-processing machine insert the name of the company. But you don't want that insertion to read like this: "I think you'll agree I can bring a wealth of experience to International Widgets Consolidated, Inc." That's the way it will read if your word-processing machine is instructed to insert the company name from the inside address field. Instead, you want the body of the letter to read: "I think you'll agree I can bring a wealth of experience to International Widgets." So, you'll need a company nickname for the word-processing operator to input for each name and address.

You can play other tricks with inserting the state or city in the body of the letter. Suppose you plan to take an interview trip to several cities in the Northeast. If you don't insert the city name, your letter would have to read like this: "I'll be in your area during the week of June 1-7 and will welcome the

chance to meet you personally." But you can instruct your word-processing machine to insert the city name for each addressee so the letter would read like this for the Boston letters: "I'll be in Boston during the week of June 1-7 and will welcome the chance to meet you personally." And like this for the New York letters: "I'll be in New York during the week of June 1-7 and will welcome the chance to meet you personally."

Don't Overdo It

If you overdo it with variable insertions, you'll defeat your purpose. Mention the company's name once and no more than twice. Follow the same rule for cities and states. Also, do not insert the addressee's name in the body of the letter. Do not say: "Once again, Mr. Jones, I appreciate your taking the time to review my credentials." Restrict the name insertion to the personalized salutation, "Dear Mr. Jones." Otherwise you'll end up sounding like one of those Reader's Digest letters that says, "Well, how is the Jones family today sitting there in your home at 101 Main Street in Peoria, Illinois?"

Getting Your Letters Produced

Many people today have their own word processors. If you have a letter-quality printer, you can produce your letters yourself. If you only have a dot matrix printer, then absolutely do not print your letters yourself. Find a professional to do it.

If you're going to use a word-processing service, here are some tips. Tell the service what you're doing. Ask to see a sample of a printed letter. Make certain the printer produces top-quality images. Give them a neat copy of your letter and indicate where variable insertions (company nickname, city or state) should be placed. Give them a neat copy of your

address list. Tell them you want them to input the letter and the address list. Then tell them you want to return to proof the letter and the address list before they run the letters. Have them print out the letter and address list. Then you should proof like crazy to be sure not one single mistake exists in one single address. Check out the paper the service will use. If it isn't 100% cotton fiber, then buy your own paper and provide it to the service. Be sure the date of your letters allows you plenty of time to sign, fold, stuff, seal, stamp and mail.

One final touch. Go to the Post Office and buy some commemorative stamps for your letters. I don't know why, but in every test I've ever done on direct mail, those letters sent with commemorative stamps always yield a better response.

Now, time out for a brief commercial message.

GETTING YOUR LETTERS FROM WORD STORE

Yes, we'll not only produce your resume. We'll prepare your mass mail campaign. Again, if you seek a job in the legal profession, just call us at (804) 971-4741 and ask for our Legal Employment Letter Service Brochure. It'll explain how you can get perfectly typed letters to thousands of legal employers nationwide.

If you'd like to submit your letter and address list to Word Store, here are the simple steps you should follow:

- 1) Neatly type or print your cover letter and indicate any variables you want inserted in the body of the letter.

- 2) Neatly type or print your address list and indicate clearly any company or organization nicknames.
- 3) Send both to Word Store, P.O. Box 5628, Charlottesville, VA 22905. Be sure to indicate the type of paper you want, White, Ivory or Gray.
- 4) Calculate your charges from the fee schedule below and include a check or Visa or MasterCard number with expiration date.
- 5) We'll input your letter and list and then return printouts for you to proof.
- 6) Mark any corrections on the printouts and return them to us.
- 7) We'll produce the letters and ship them by UPS directly to your home for you to sign, fold, stuff, seal, stamp and mail.

Special Services

Word Store's word-processing equipment does a terrific job with personalized mail campaigns. Our machines can insert variables in the body of your letter and automatically hyphenate any word ending up at the right-hand margin due to the variable insertion. These are "variables" on the fee schedule below.

You might also have "text variations." Suppose you have one basic letter, but it reads a bit differently for one group of addressees. For example, for West Coast companies your letter might say: "I've always wanted to settle permanently on the West Coast." For East Coast companies, of course, the letter would say: "I've always wanted to settle permanently on the East Coast." On the fee schedule below this is a "text variation."

If you plan to send writing samples, transcripts or other materials that won't fit in a Number 10 envelope, Word Store can produce gummed labels for you to affix to larger envelopes. Your set of labels will include return address labels bearing your name and address. There is no extra charge for labels in lieu of envelopes, just the one-time label set-up charge shown on the fee schedule below.

You will receive a proof printout of your address list. Should you want additional printouts to submit to your references or to track your responses, you may order one for the charge shown on the fee schedule.

Some final comments on using our service. First, we guarantee absolute perfection. However, you are responsible for proofing your letters and your address list. Should you miss a mistake at the proofing stage and want us to re-type your letters, we will do so at half price. Second, when you submit your letter and list to Word Store, please make certain they are extremely neat. Doing so will dramatically increase our quickness and our accuracy.

Fee Schedule

Letter Set-Up Charge (per order)	\$4.00
Text Variation (per basic change)	2.50
One-Page Letters with Envelopes on Cranes 100% cotton paper.95
Variables (per variable insertion per letter)05
Labels in Lieu of Envelopes.	nc
Label Set-Up Charge (per order)	2.50
Additional Printouts (per name and address)05
Shipping and Handling (per order)	2.75

10% Discount on all those letters in excess of 100.
Virginia residents add 4% sales tax.

Thank you. End of commercial message.

Now for a final word from Word Store.

12. Now, Can You Live Up To Your Resume?

Postscript

I've really enjoyed putting this book together.

I hope you've learned a lot about putting your resume together. Your resume really isn't a tooth-paste commercial. It just acts like one. Truly it can be one of the most important documents you'll ever prepare in your life. It says a lot about you, your resume does. It shows how you care about neatness. About professionalism. About your self-image. It definitely creates that first, vital impression you'll make with your future employer.

If you've followed the instructions in this book, that first impression will be extraordinarily good. You will have touted your talents. Shown your accomplishments. Demonstrated your ability. You will have revealed your successes. Shared your interests. Stated your objectives. You will have presented the highlights of your life. Summarized your goals. Displayed your confidence. Your resume will have charted your course.

Now you can definitely answer "NO" to that loaded question:

Does Your Resume Wear Blue Jeans?

But following the instructions in this book and producing a highly professional first impression raises another intriguing question:

Can you now live up to your resume?

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Dear Ed,

I've followed the instructions in Does Your Resume Wear Blue Jeans? I've written my resume and selected an appropriate format. A neat copy is enclosed. I'd like to take you up on your offer and have Word Store produce and reproduce my resume. I understand you'll send me a proof before you proceed with the copies.

I have checked the fee schedule on page 140 and have enclosed the proper payment. Please notice that I would like Word Store to "store" my resume electronically for 3 years. Now, on page 139 you said I could reduce my fees by \$8.95 and get electronic storage at no charge if I would send you some information. Well, I'm taking you up on that deal and have completely provided the following information. I'll just check the answers to make it easy for you:

Here's how I heard about the Blue Jeans book: From a friend _____, from my college placement office _____, from an employment agency _____, from a radio show _____, from a TV show _____, from a magazine _____, from the newspaper _____. Actually I just saw it on the shelf of a bookstore _____.

I bought Blue Jeans at the following bookstore:

Bookstore Name: _____

. . . continued on the very last page of this book

Bookstore Address (if known): _____

Bookstore City & State: _____

Okay, that's my part of the bargain. You'll find below further instructions on producing my resume. Please hurry with my resume proof. I'm anxious to get going on my employment campaign. Thanks very much.

Sincerely,

(signature)

(address)

Resume Instructions: Use Format #____. Reproduce the format as is _____. My Paper Choice is White ____; Ivory ____; Gray _____. In addition to the 25 copies I get with the basic service, I am ordering _____ additional copies at 12¢ per page. I understand that my order will be processed immediately, but only if I have correctly calculated my fees and enclosed payment by check or VISA Number _____ or MasterCard Number _____, which expires on _____.

P.S. Please hurry. I need a job!