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1. Let's Rock Your Resume!

Dear Student,

“One brilliantly worded resume can change your life overnight”

A great resume is the foundation of every successful job search. More than anything else, your resume determines your professional success. If your resume works, you work. If it doesn't, you don't. Your resume works when it focuses on the employer's needs. The most productive resumes start with a clear focus on the requirements of the job and what the employer wants.

We see many resumes that are so badly written that they prevent good people from getting their dream job. We don't want this to happen to you.

Everyone starts somewhere

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

Use youth to your advantage.

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

How will this eBook help you?

This 'Rock Your Resume' eBook, will show you how to create an outstanding resume and cover letter that get results. It will help you focus on your unique strengths and talents, your core competencies and how to showcase your achievements to impress any employer.

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

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

Warm regards,

Nathan Chanesman
MyCareerMatch Blastoff Program
www.blastoff.mycareermatch.com.au

1. Let's Rock Your Resume!

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

Congratulations! You've just landed a job in advertising

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

Your resume and cover letters must follow this successful formula:

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

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

Using the AIDA principle, write a resume that

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

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

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

It's Not About You!

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

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

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

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

1. Let's Rock Your Resume!

Here are the top tips from professional resume writers

1. Stop 'telling' and start 'selling'

When presenting a resume to a prospective employer, you are essentially **selling yourself**. This includes not only selling your qualifications and abilities relevant to the job you are seeking, but also selling your character, personality, and what makes you unique. Your resume should highlight what your employer will find most important: any top skills and abilities you may possess, your best attributes and characteristics that will contribute to the job, and what makes you unique and best suited for the job.

2. Make your resume compelling from the start

When it comes to resumes, a clear, targeted and focused resume is a must. Begin with a **Target Job Title** that tells the reader what the resume is about and what you are looking for; then add your personal **Brand Statement**. This is a one sentence statement of the value proposition you bring to the job. Follow this with a well written **Profile** about yourself (about 60 words) and then add your **Skills Summary** – a bullet point list of about 6 of your greatest strengths and talents that confirm your suitability for the job. (See examples in Chapter 8).

3. Get noticed with keywords from the job ad

Make each resume and cover letter 'job specific'. Identify the key words of the job and then weave those words throughout your resume. Key words help an employer quickly determine that you are a good match for the job. They make you stand out and get noticed. Whether your resume is scanned by software or visually, employers look for key words that link your capabilities to those required by the job. Key words are found in the job ad, in job descriptions, on the employer's website and in industry publications.

4. Make an impact with action words

Use action words that convey participation, involvement and accomplishment. They have a strong impact on the reader. Powerful action words make your resume more distinctive, creating a dynamic picture of your abilities and skills.

5. Include accomplishments

What have you done? What can you do? On any major job board, 95% of all resumes lack accomplishments statements; yet these all-important statements allow employers to visualise your contribution to their organisation. Accomplishments motivate employers to call you.

6. Always include a cover letter

Your cover letter is a critical companion piece to your resume. It's your sales pitch. You should create a cover letter template that can easily be modified for different job applications. Each job application must have a tailored cover letter that tells employers why you are the best person for the job.

7. Proofread and check

Check it yourself and ask someone else to as well. Print it out to make it easier to proofread. Make sure dates and numbers are correct. Proofread it several times and give it to a friend or colleague to review as well. The same applies to your cover letter.

2. Building Your Career Brand

Branding will set you apart

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

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

Here are five easy steps for building your career brand – online and off.

1. Gain experience/track accomplishments

Building your brand begins with tracking your past accomplishments and gaining strategically important new experiences. Your accomplishments are the foundation of your career brand. But before you seek out new work, take the time to plan and focus on what you want your brand to stand for and develop a strategy for gaining experience in areas of your brand in which you are weak.

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

2. Complete education/training

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

It may be hard in terms of time and finances, but find a way to do it. Some employers even offer an educational reimbursement benefit. If you are unsure if you need more education, seek out a mentor for advice – someone highly respected in your field, who has branded himself or herself well. You'll be surprised with the positive responses you'll get to your requests for help.

3. Become an expert

Nothing builds credibility in a career brand more than establishing yourself as an expert in your field. Even if you're starting out, you can improve your knowledge about the things you are passionate about. Start by writing articles that showcase your knowledge – and getting them published (ideally) in noteworthy media outlets. Consider self-publishing. Start a blog about your interests or experiences (The film *Julie & Julia* is an excellent example of a young person fulfilling their dreams by establishing a blog).

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

4. Build relationships

Nothing is more powerful in building your career brand than what your network of contacts – your friends, colleagues, customers, clients and former bosses – say about you and your set of skills, education and accomplishments. This is called 'word-of-mouth' and is the best form of referral that money can't buy!. And keeping your network strong involves nothing more than relationship building. Keep in good contact with your network and be sure they know of your most recent successes. Don't be shy!

2. Building Your Career Brand

5. Building your career brand online

Employers have been Googling job applicants for years to learn more about their online career brand, but even more so in the future, employers will treat the Web as one giant database of potential job applicants - and you'll need to have a strong online brand to be found. 61 percent of employers hired candidates after reading good stuff about them online. What they liked was stuff about you that supported your resume, showed you communicated well, had the personality they were looking for and were a good fit.

But before you start your job search take the time to remove images and comments from your website or Facebook page that you wouldn't want your boss or managers to read. Reset your privacy settings on all the sites you're on. If you're on Twitter, start a new account for your career and professional life.

Use these online branding tools to establish or build your online reputation.

LinkedIn profile.

If you are a professional - or an aspiring professional - you must have a profile on LinkedIn, a business-oriented networking site that consists of millions of experienced professionals from around the world, representing hundreds of industries from more than 200 countries. When you join, you can create a profile that can serve as both a resume and an introduction to your career brand. Once your profile is completed, you then build connections with other members, getting introduced to new people through the people in your network.

Personal Website.

One of the best ways to build and promote your career brand is by developing a professional Website that showcases your key accomplishments. At a minimum, you should buy a domain name based on your name and publish your resume. Even better, publish your career portfolio, content-rich articles, and other keyword-rich materials that will lead prospective employers looking for someone with your qualifications directly to your site.

Twitter account.

Every day, more and more individuals and businesses are tweeting information, ideas, links, and more - all in fewer than 140 characters per tweet (message). Twitter, a networking and micro-blogging site, enables people to connect and communicate - developing both a following of people as well as following the tweets of others. Tweeting key information, resources, and other professional advice -- while building a following - is a very easy way to build your career brand.

Professional blog.

If you can commit to writing regularly, creating a professional blog is a great tool for building your career brand. A blog is a specialised website that focuses on a particular subject (person, industry, profession) that can include news, analysis, commentary, and links in a variety of formats (including print, audio, images, and video). Showcasing your expertise and knowledge of your industry or profession is an excellent way to build your career brand.

Social networking profiles/accounts.

Consider joining at least two social-networking sites. One should be a general social-networking site, (you're probably already on Facebook), and one should be career-specific such as LinkedIn (which you can find by searching Google - most professions have multiple networking sites). While social networking is just that - social - remember that networking with others (online and off) is one of the most powerful tools of job-hunting as the majority of jobs are filled through referrals, not through responses to job ads.

"Your brand is what people say about you when you're not in the room."
Jeff Bezos, Founder of Amazon.

3. Everyone's Employable!

Your Employability Skills

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

Communications Skills

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

Problem-Solving Skills

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

Teamwork

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

Initiative & Enterprise

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

Self Management

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

Planning & Organisational Skills

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

Willingness to Learn

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

Computer & Technical Skills

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

Analytical/Research Skills

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

Flexibility/Adaptability/Managing Multiple Priorities

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

Interpersonal Abilities

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

3. Everyone's Employable!

Leadership/Management Skills

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

Multicultural Sensitivity/Awareness

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

Your Employability Values

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

Honesty & Integrity

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

Adaptability

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

Dedication/Hard-Working/Work Ethic

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

Reliability

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

Loyalty

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

Positive Attitude & Passion

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

Professionalism

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

Self-Confidence

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

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

4. What are your Greatest Achievements?

Your achievements are your selling tools

Achievements (or accomplishments) demonstrate that you have the ability to produce positive results and achieve success. They give potential employers the confidence to know that you will be successful in the position. Think about:

- A task or event about which you feel proud
- A situation where you exceeded your responsibilities
- A specific instance of your taking personal initiative
- A time when you may have received special recognition

Review the things you have done and develop a complete list of your most significant achievements. An accomplishment can be any task you performed that benefited a previous employer or organisation. At their best, accomplishment statements are direct and to the point, contain measurable information, and emphasize a positive result.

What have you done; what can you do?

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

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

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

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

4. What are your Greatest Achievements?

How to write accomplishment statements for your resume

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

5. Make an Impact with Action Words

Action words convey participation, involvement and accomplishment

Whilst **key words** link you to the job, **action words** convey a sense of purpose and drive. They describe the way you work. Use these action words to convey participation, involvement and accomplishment. They have a strong impact on the reader. Powerful words make your resume more distinctive, creating a dynamic picture of your abilities and skills.

Experience

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

Ability

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

Success

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

Responsibilities

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

Personal attributes

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

5. Make an Impact with Action Words

More action words and phrases to use in your resume

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

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

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

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

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

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

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

5. Make an Impact with Action Words

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

5. Make an Impact with Action Words

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

5. Make an Impact with Action Words

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

6. Get Noticed with Keywords

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

Your resume can make the difference between getting your dream job ... or not! More than anything else your resume determines your career success. But did you know ...

You have less than 30 seconds to make a good impression! As it hits the recruiter's desk, along with hundreds of others, your resume is quickly scanned by the reader or even worse, it's screened by a piece of software designed to look for specific 'key words'. These key words tell the recruiter if you are the right person for the job.

Unless you know this, the chances of your resume getting noticed are almost none, even if you are the best person for the job. It really is crazy stuff!

To get an interview, your resume must match your skills and abilities to the job requirements using the 'key words' from the job ad that recruiters look for. Your resume must connect the dots between you and the job, and articulate these clearly.

It's the keywords that get you noticed

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

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

Two types of keywords are important for your resume

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

Action Words - which add impact and create an effective, dynamic resume.

Where to find the right keywords

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

Job advertisements are chock full of key words for you use in your resume. Are you hesitant to recycle the words from the job description? Worried that the reviewer will just think you "copied" the job ad? Focusing on words used in job advertisement is more likely to make the reviewer (automated or human) believe that you are "just what they are looking for" to fill the job.

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

"Action is the foundational key to all success." -**Pablo Picasso**

7. Stand Out with Great Resume Headings

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

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

Personal Profile

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

Skills & Abilities

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

Education

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

Employment

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

7. Stand Out with Great Resume Headings

Awards & Special Achievements

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

Memberships

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

Activities

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

Publications

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

Additional Sections

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

8. Make it Rock with a Dynamic Personal Profile

Get off to a flying start with a Target Job Title and Brand Statement

When it comes to resumes, a clear, targeted and focused resume is a must. To make your resume more effective start with a **Target Job Title** and **Brand Statement** as a separate heading after your name and contact details at the top of your resume. This makes your resume more compelling, helps with database search visibility and gives focus to the human eye.

Your **Target Job Title** explains what the resume is about and what you're looking for; and your **Brand Statement** is a one sentence statement of the value proposition you bring to the job. Use key words from the job ad, or industry. Follow this with a compelling **Personal Profile**.

Personal Profile

Your **Profile** section is an essential part of the modern resume and focuses the reader's attention on the key qualities you bring to the job. It's written in short sentences or phrases (or bullet point sentences) and is a 'showcase' of your key competencies and abilities, employability skills, language skills, and career aspirations. 50-80 words are all you need. Use key words from the job ad, job description or industry you're interested in to improve your chances of being invited to an interview.

EXAMPLE: Here are several examples of how to use a Target Job Title, Brand Statement, Personal Profile and Skills Summary in your resume.

EXAMPLE 1. Student with no skills training (casual/part time/holiday job)

VETERINARY HOSPITAL ASSISTANT GENUINE LOVE FOR ANIMALS

PROFILE

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

KEY STRENGTHS

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

EXAMPLE 2. Technical College Student

INFORMATION TECHNOLOGY/WEB DEVELOPMENT/SOCIAL MEDIA Talented young professional with exceptional skills and training in IT and Social Media

PROFILE

Enterprising and motivated young professional with good knowledge of IT systems and social media. Able to use own initiative, working alone or as part of a team under pressure to meet deadlines and objectives. Excellent communication and organisational skills, a strong work ethic and determination to succeed. Enthusiastic learner, eager to meet new challenges and get ahead in the IT industry.

SKILLS SUMMARY

- Proven ability creating web, print, and multimedia projects
- A strong track record of delivering outstanding e-commerce strategies and technologies
- Experienced in developing direct marketing and email campaigns
- Able to manage multiple projects simultaneously while meeting all deadlines
- Highly motivated, confident, organised and disciplined

8. Make it Rock with a Dynamic Personal Profile

EXAMPLE 3. University Postgraduate Student

INTERNATIONAL BUSINESS Masters Degree in Global Finance, Trade and Economic Integration.

PROFILE

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

SKILLS & ABILITIES

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

EXAMPLE 4. Entry level Customer Service job

CUSTOMER SERVICE EXCELLENT COMMUNICATION SKILLS. HIGH INTEGRITY. FLUENT IN ENGLISH & CHINESE

PERSONAL PROFILE

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

SKILLS AND ABILITIES

- Exceptional telephone personality with good negotiation and sales skills
- Able to communicate clearly, both written and in speech
- High level of energy from the first call of the day to the last
- Able to persuade customers who may be aggravated or emotional
- Computer literate with the ability to learn customer service software applications

8. Make it Rock with a Dynamic Personal Profile

Profile Summary examples - Students & Graduates

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

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

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

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

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

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

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

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

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

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

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

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

9. Nice Things Are Being Said About You

Referees are one of your most important assets

Contact referees before you start looking for a job

Prior to starting your job search, contact the people you'd like to be your referees, get their permission and tell them that you are applying for a job, or will be applying for a job, explain what the job is. Ask for a written reference, an email will do. It should state who they are and how they know you and a few comments about you.

If possible, use referees other than a parent or relative. Consider a previous employer, teacher, tutor, coach or people that you've worked with or reported to in a job, project or community event. Update and change your referees for each job you apply for and as you progress your career.

Include 2-3 referees with your resume. Put their names, phone numbers and email addresses at the end of your resume or on a separate page. It is also OK to put 'References available on request'

Referees will be asked questions about you, such as

- Personal character and academic qualifications
- Work experience (job titles, responsibilities, employment dates)
- Communication skills (oral and written)
- Strengths & weaknesses; leadership skills
- Attitude (attendance, punctuality, dependability)

Collect letters of recommendation

Some students effectively use endorsements (excerpts from letters of recommendation) in their resumes. These are useful particularly if you are lacking certain qualifications or competing against more experienced candidates.

If you are adding endorsements, carefully select two or three credible endorsers who will add weight to your resume by their recommendation of you as a candidate. Well respected industry leaders, teachers, coaches, previous employers are all good sources for endorsements.

Keep in touch with your referees

As you progress in your job search, keep your references up to date. As important as keeping your references up to date during the search is thanking them afterwards. Regardless of the outcome of the search, let your references know what happens, and be sure to extend your thanks for their efforts, particularly if they had to produce a letter quickly for you.

Always show your appreciation

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

10. Get Organised Before You Start

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

1. Calendar

You'll need to keep track of appointments, when you sent out resumes or placed phone calls, and what date you should be following up with people you speak to. Use whatever system works best for your personal style: your smart phone, iPad, tablet or task management software on your computer are all appropriate choices.

2. Contact Manager

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

3. Filing System

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

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

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

4. To Do List

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

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

11. Your Resume Template

Modern resumes are precise, compelling, and easy to read. They give the recruiter or employer a 'snapshot' of your key competencies, talents and skills. If you see a resume layout that works for you, use it. Don't be persuaded by one-size-fits all templates on the internet or old fashioned ideas that have been around a long time.

The information we bring you in this eBook is modern, up-to-date and will show you in the best light. Be individual and tell your own professional/personal achievements story. There are many different ways to format your resume. Choose the headings and format to suit you and the job you are applying for.

Here's a student resume template that will help you create a winning resume.

PERSONAL DETAILS

In bold letters at the top of your resume state your name in capital letters. Give your full name, current address, home telephone (optional) and mobile number. Include your name at the top of each page. If you include your email address, it should be professional and you should check it daily for messages.

TARGET JOB TITLE & BRAND STATEMENT

When it comes to resumes, a clear, targeted and focused resume is a must. To make your resume more effective start with a **Target Job Title** and **Brand Statement** as a separate heading after your name and contact details at the top of your resume (see sample below). This makes your resume more compelling, helps with database search visibility and gives focus to the human eye.

Your **Target Job Title** explains what the resume is about and what you're looking for; and your **Brand Statement** is a one sentence statement of the value proposition you bring to the job. Use key words from the job ad, or industry. Follow this with a well written **Personal Profile**.

PROFILE

Your **Profile** section is an essential part of the modern resume and focuses the reader's attention on the key qualities you bring to the job. It's written in short sentences or phrases (or bullet point sentences) and is a 'showcase' of your key competencies and abilities, employability skills, language skills, and career aspirations. 50-80 words are all you need. Use key words from the job ad, job description or industry you're interested in to improve your chances of being invited to an interview.

SKILLS SUMMARY

Your **Skills Summary** is a list your Key Competencies/Skills/Strengths/Areas of Expertise etc and comes straight after your Profile Summary. Use five or six bullet points to highlight your most important skills and abilities. Read the job ad carefully and include the skills that are most relevant to the job you are applying for so the employer can see you are a good 'fit' for the job.

EDUCATION

This section may come before your Employment Section if these are critical to the job requirements. List all degrees, certificates, diplomas received. List your most recent qualifications first. Did you receive a qualification such as School Certificate, Higher School Certificate, Apprenticeship, Trade Courses, Certificates or Advanced Certificates, Diplomas, or University Degree? Did you take a business course, short course or personal development course?

QUALIFICATION
INSTITUTE/COLLEGE/UNIVERSITY
LOCATION
DATE

11. Your Resume Template

EMPLOYMENT

List the most recent jobs first. These might be casual, part-time, holiday work, if you've worked for your parents, family or friends, any voluntary work you've done, and school work experience (structured workplace learning). Suggested format for each entry in your employment section:

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

The key to a good employment section is to explain briefly what the company does; what your job was (what were your responsibilities/what did you do); the dates you worked there, and what you achieved and accomplished (did you do something better, faster, cheaper, improve, develop or save).

Review the things you have done and develop a list of your most significant achievements. These can be any tasks you performed that benefitted someone or an organisation – or an event you feel proud of; or a time when you received special recognition. Were you 'employee of the month'? Did you manage staff? Did you increase sales? Did you save money? Did you solve problems? Did you serve customers? Were you trusted with the cash? Etc.

A good accomplishment statement might say:
 "Initiated and led project to launch new student magazine, increasing circulation and signing advertisers."

AREAS OF KNOWLEDGE

This is an optional section to be included when your specific knowledge of some area/s may be important for the position. This may be a competitive edge for you as a new graduate, having a current and up-to-date knowledge base for the skills you will use in the job. Highlighting your areas of knowledge strengthens your resume.

As an alternative to including a separate 'MAIN AREAS OF KNOWLEDGE' or 'RELEVANT KNOWLEDGE' section, you could include this information in your education section or employment history.

An example of where knowledge could be a competitive advantage is for an IT student or graduate with extensive knowledge of systems and applications. Or commerce graduates with a major in Accounting or Business (with corresponding accounting, taxation and audit skills) and knowledge of finance and economic theory.

TECHNICAL QUALIFICATIONS / IT SKILLS

With advances in technology, employers look to hire employees with good computer/IT skills and technical knowledge. If you possess these skills, include them in your resume. As your career progresses remember to update and change to make them relevant.

AWARDS/ACHIEVEMENTS

List any awards/certificates/prizes/honours/distinctions or achievements. These might include any additional courses or training programs you completed.

SCHOOL & UNIVERSITY ACTIVITIES

These are the non-educational things you do or did at school or university. Include clubs such as debating, drama, sports, school councils, band, orchestra, choir and any degree related projects. Were you a Prefect or School Officer? Did you work in the tuck shop or canteen, help in the library or win an essay or science competition. Did you go overseas or interstate with your school? Did you represent your school or college? Did you address assembly or did you mentor younger students?

11. Your Resume Template

EXTRA CURRICULAR ACTIVITIES

Do you belong to a club or association? Do you volunteer your time, work for charity, raise funds, help the elderly, care for others, do community service? Are you learning a new skill, or have you earned a certificate from Red Cross, St. Johns, Duke of Edinburgh or other? Do you play a sport; belong to a surf club, referee or coach?

Make it interesting! Tell us about the things that interest you, things you enjoy doing in your spare time, the things that you're passionate about. Use this section to help employers appreciate the person you are.

LANGUAGES

Do you speak, read & write another language. Companies trade globally and your language skills could be an advantage.

REFERENCES / LETTERS OF RECOMMENDATION

Prior to starting your job search, contact the people you'd like to be your referees, get their permission and tell them that you are applying for a job, explain what the job is. Ask for a written reference, an email will do. It should state who they are and how they know you and a few comments about you.

Use extracts from your referees letters to boost your resume. If possible, use referees other than a parent or relative. Consider a previous employer, teacher, tutor, coach or people that you've worked with or reported to in a job, project or community event. Update and change your referees for each job you apply for and as you progress your career.

2-3 referees are recommended. Set out referee information as follows: Referee's name; job title; telephone; email. If you don't want to include references, it's acceptable to use the phrase, "References available on request".

12. Cover Letters Are Your Secret Weapon

Your cover letter should be compelling, powerful, and designed to grab the reader's attention and entice them to read your resume. Your cover letter should never be longer than one page.

A great cover letter

- Introduces you to an employer
- So impresses the employer that they want to meet you
- Promotes your key selling points (skills, abilities, achievements)
- Is specifically tailored to each job you are applying for
- Shows the employer how you match their requirements
- Finishes with a 'call to action' e.g. requesting an interview or meeting

To be effective, your cover letter should follow the basic format of a typical business letter.

Address your cover letter properly. Find out the name and position of the person to send it to. Make it formal but positive. This is a business letter. Observe business letter writing conventions – left hand justified, clear, concise, grammatically correct, readable – and of course, NO spelling mistakes! You also need to show that you are enthusiastic and have a positive attitude towards the role and the hiring company.

1. First Paragraph: Your Introduction

Open with a catchy heading and first paragraph. Use a large font or make it bold. It's a promotional letter so you must grab the reader's interest right away. The opening paragraph should stand out... like a well written story, it grabs your attention so you want to read more.

Indicate which job you are applying for and where you learned of the position and the exact title of the position you are applying for. More importantly, remember to convey your enthusiasm for the job and the likely match between your skills and the position's required qualifications. Tailor each cover letter to the specific job application. Demonstrate you understand the job requirements, you have matching skills and abilities and you are genuinely interested and enthusiastic about this specific opportunity.

2. Middle Paragraphs: Your Sales Presentation

Every potential employer expects to hear about your skills and achievements, but presenting the ones that best represent your relevant experience or transferable skills is critical. Make a list of key talents and achievements and only use the ones that relate best to the selection criteria and prove your abilities.

Don't be afraid to highlight certain relevant points in bold, italics or even set out your strengths and examples against the job description in bullet points - this makes the information very easy to process when scanning the cover letter.

Use key words. Through careful reading of the job ad, company website or industry information you'll be able to identify the key words relevant to the job or industry, and include these in your cover letter. This encourages the reader to take a closer look at your resume.

3. Closing Paragraphs: Call to action/Ask for the interview

End with a 'close'. Sales people use this technique all the time. Tell them you are confident you can do a great job; that they won't regret hiring you, and you look forward to the interview. Include a PS (postscript). Everyone reads a PS so use this to re-state your interest and enthusiasm.

13. Make a Good Impression at the Job Interview

The purpose of an interview

The purpose of the interview is for the interviewer to find out if you are the right person for the job. In your interview you must answer the questions:

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

When you are hunting for that "perfect career fit", it is important to ask yourself "What sets me apart from others in the job market?" To be successful in any job search, you must sell your skills, abilities and most importantly, yourself!

Be prepared

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

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

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

Please describe your personality in 5 words!

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

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

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

Here are interview tips for each personality style.

Interview tips for DRIVERS

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

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

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

13. Make a Good Impression at the Job Interview

Interview tips for PROMOTERS

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

Don't exaggerate what you can do but show your natural confidence. Research the company before the interview. As a big picture person you overlook details but in an interview you need to have the facts. You have a good sense of humour and are a fun person but an interview is not the time to tell jokes or stories. Let the interviewer lead. They ask, you listen, and then you speak – in that order!

Interview tips for SUPPORTERS

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

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

Interview tips for ANALYSERS

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

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

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

"Be yourself; everyone else is already taken." **Oscar Wilde**

13. Make a Good Impression at the Job Interview

To summarise

The actual interview:

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

Interview questions to expect:

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

Interview questions you could ask:

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

Follow-up:

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

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

14. Your Career Planner

<p>Network!! Make a list of people to contact. Maintain your level of networking momentum by following up.</p>	<p>Identify key people to mentor you or to give you guidance</p>	<p>Research career websites for additional articles and information; read career books.</p>	<p>Leverage technology. Utilize websites and online services to connect with your preferred industry and build a greater visibility.</p>
<p>Create/update your resume Use information, templates and copy from this eBook to create a winning resume.</p>	<p>Create a Career Portfolio folder. This includes a template resume, a series of compelling cover letters, target company list, contact list, professional references, letters of recommendation, accomplishment statements (your achievements).</p>	<p>Work on your personal branding. Take control of your online identify (Facebook, LinkedIn, MySpace, Youtube, Twitter, blogs etc)</p>	<p>Are there extra study courses you'd like to enrol in?</p>
<p>Work on your interview and communication skills. Have a strategy in place to achieve tangible and positive results from every interview. Stay focused on your career goals. Learn to market and sell yourself at every opportunity!</p>	<p>Improve your skills and competences to achieve your key goals. Apply for awards and scholarships.</p>	<p>Investigate Not-for-profit agencies where you can volunteer your skills</p>	<p>Register with job boards and recruitment agencies. Research the best job boards and agencies for your industry.</p>
<p>Join networks, clubs, societies, associations etc.</p>	<p>Keep in touch with colleagues consistently via email. Learn how to use online tools like blogs and virtual job fairs. Focus on optimising your online identity.</p>	<p>List and visit Career Fairs in your area</p>	<p>Get organised and keep track Keep track of your resume submissions. Use a tracker form or software to get and stay organised.</p>
<p>Take care of yourself. Eat well, exercise, get plenty of rest. Pay extra attention to your personal image - hair, hands, clothes, shoes – make sure you make a good impression wherever you go!</p>	<p>Invest in career coaching if possible. A qualified Career Coach can help you market yourself efficiently and get the best job offer.</p>	<p>Practice personal marketing and negotiating skills. Polish and perfect these skills. Solicit the help of a partner to role-play. Use audio-recording and/or video to improve performance.</p>	<p>Act with speed and urgency when applying for jobs. Demonstrate that you are more determined than the competition. Show up earlier. Arrive more prepared. Make an impression by being more assertive and positive than the others.</p>
<p>People who get jobs focus on mindset before skill set. Develop a positive attitude and expect to get the job you want. Stay away from negative people and spend some time each day focusing on your internal attitude and your goals.</p>	<p>Be kind to yourself. Don't beat yourself up if you don't get the first job that you apply for.</p>	<p>Make a wish list (what would your dream job look like?)</p>	<p>Be patient. Be persistent, but don't be a pest. Follow up consistently on every opportunity. Don't put all your eggs in the one basket – keep moving and explore every opening you can find.</p>

15. Resume Checklist

After you have written your resume be sure you can answer 'yes' to the following questions:

Layout and Appearance

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

Resume Sections & Headings

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

Personal Profile / Career Summary

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

Skills, Competencies and Accomplishments

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

Relevance

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

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