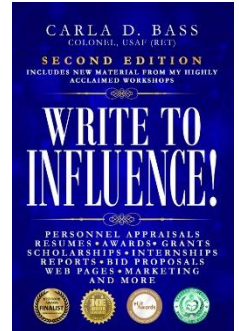


# Baker's Dozen – Resume Tips

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[www.WriteToInfluence.net](http://www.WriteToInfluence.net)



**1. Write from the company's perspective.** How will it benefit by hiring you?

**2. Investigate!** – Like the reporter, dig for facts about your performance; keep a job journal. Saved resources ... how much? Worked a significant project -- did what, exactly? Duration of effort and impact? Demonstrated initiative ... how and what?

**3. Emphasize the “so what”** – What exactly was your value added?

*Developed and implemented a new marketing strategy. Sales increased 30% over previous year, setting new benchmark for the company. Other divisions now emulate.*

**4. Prioritize and triage** – Decide what NOT to include – Determine based on scope of impact

**5. Grab the reader's attention** – Open with a hook. Leave reader wanting more

**6. Frame the story** – Details help readers grasp importance and context of the accomplishment

**7. Highlight accolades** – Cite bonuses, awards, kudos from boss or client; use quotations, if powerful

**8. Stand out from the crowd** – Use subliminal words to connote “selection” (e.g., chosen, selected, nominated for, entrusted with, in a competitive process, in only [amount of time])

**9. Find and discard useless words** – Space is precious. *Each* word counts

**10. Avoid gibberish** – It loses the reader (e.g., excessive detail & jargon)

**11. Shorter is better** – Don't use words that hog space

**12. Verbs are your friends** – Find real verbs, they're often hidden. Eschew boring/passive verbs (e.g., provided, supported, coordinated, assisted) in favor of hard-hitting (e.g., initiated, directed, created)

**13. Keep the Focus** – Shut the Gates ... Don't distract readers with the wrong story, gibberish, improperly used statistics, and inconsistent bullets (i.e., mixing nouns/verbs and present/past tenses)

**Bonus -- Revise ... Edit ... Proofread!**

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