

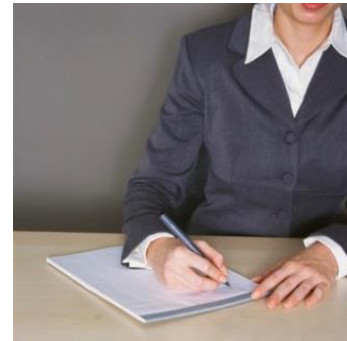
# RESUME TIPS

## A resume has only one purpose

When you sit down to start putting together your resume you have to keep one thought first and foremost in your mind – the primary purpose of your resume is to give a company justification for bringing you in for an interview. In order to want to bring you in for an interview the company is going to be asking itself very specific questions – Do you already possess the skills required to do the job successfully? Does your education support the skills required? Do you demonstrate a strong work ethic? Do you go above and beyond what is expected of you? – And the list goes on. Below we will examine the best way to answer all of these questions and how to layout your resume in a fashion that accomplishes our primary purpose – get that interview!

## With resumes it's the little things

Before you actually begin to write your resume there are a few things you need to know and consider as you gather the information required to format a compelling resume. Realize that for any specific opening a hiring manager could easily receive dozens and dozens of resumes. Your resume is going to be judged on a “first glance” level. Some people like to call it “the 10 second rule” which means this – if the reader of your resume doesn't see a match between your background and the position available in a 10 second glance odds are your resume is heading toward a trash can and not a hiring manager's desk. Because of this you have to remember the following rules to increase your odds of passing the 10 second rule.



1. Your resume should be reformatted to each specific job you are applying for.
2. The devil is in the details –misspellings, formatting, missing information, bad grammar, talking in the first person – any one of these mistakes is likely to be enough of a slip to cause your resume to be discarded.
3. It has to be easy to read and easy to follow.
4. Never assume the reader knows what you're talking about – don't use acronyms or insider jargon in the resume.



## Your resume has to be ACES

There are 4 key areas that every resume needs to have to give you the great first impression you want from the person reviewing your resume.

**A** – Appearance – the layout and design of your resume.

**C** – Content – a resume is considered a sample of your “best work” it needs to be flawless.

**E** – Evidence – provides proof that you have the skills and experience required for the position.

**S** – Sizzle – answer this question – “Why you HAVE to bring me in for an interview?”