

## *Your Résumé Checklist*

Here's a checklist to help you evaluate your résumé for maximum effectiveness. With a well-designed résumé, you will feel confident, look professional, and capture the employer's interest.

☑	Item	Benefit
	<b>Make it right on the money:</b> Is your résumé <u>targeted</u> for a specific job and industry? Do you know what you're looking for? Have you investigated the company where you're sending the résumé?	One résumé does not fit all. Targeting your résumé helps ensure the reader feels you're perfect for the job.
	<b>Keep the reader's interest:</b> Is your résumé attractively laid out and designed? Have you eliminated long paragraphs of more than 4 lines and created shorter ones?	A good design invites reading and shows your professionalism and attention to detail.
	<b>Pull them along:</b> Do you use <b>bold</b> , <i>italics</i> , and ♦ bullets to guide the reader to see the most important information? Can the reader scan the résumé and quickly see your strongest selling points?	You have just a few seconds to catch the attention of busy human resource professionals.
	<b>Strength, not weakness:</b> Do your sentences start with a strong action verb like developed, contributed, increased, or eliminated, instead of "responsible for"?	Show them you're an action-oriented person.
	<b>Meet company requirements:</b> Have you included the most important key words for your industry to ensure that corporate résumé scanning selects your résumé for an interview?	Keyword scanning is accomplished by computers, not people!
	<b>Include your accomplishments.</b> Don't stop at your job duties. What are you proudest of having accomplished in your work? Where did you do to help the business succeed?	Your résumé must show how you solved problems and went beyond the usual "duties" as a worker.
	<b>Watch out for age discrimination:</b> If you are over 40, have you minimized your age on the résumé, taking out dates if necessary?	Play up your experience, not your age.
	<b>Format makes a difference:</b> Have you used the correct format for your experience (chronological, functional, or combination)?	You want to present information in a way that minimizes job hopping or highlights your transferable skills when changing careers.

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	<b>Make them believe you:</b> Have you included specifics such as the number of people you supervised, the dollars you saved the company, or the number of customers served a day or week? Paint the picture — don't assume the reader understands what you did. Lose the jargon.	Specifics make a résumé believable.
	<b>An objective makes recruiters happy:</b> Have you included an objective that matches that of the advertised job or your job objective? (Don't use "to expand my professional horizons with new challenges...")	An objective makes it easy on the reader.
	<b>Yikes — a mistake!</b> Did you proofread carefully?	One error can mean the round file for you.
	<b>Testing, testing:</b> Have you "field tested" your résumé with friends, family, and finally someone in the field?	This is crucial to ensure you've delivered your message adequately.
	<b>Don't make them see double (or triple):</b> Avoid repeating duplicate duties or similar jobs. Consolidate the jobs under one heading and put the duties underneath. The reader will thank you!	This is tricky to do. Use a résumé professional or check out several résumé books for samples if you have this challenge.
	<b>Pruning is not just for trees:</b> Have you removed any "deadwood" — nonessential, irrelevant jobs or accomplishments outside of your target job arena?	This is a marketing document, not a job application.
	<b>Watch your tone:</b> Does the résumé radiate a "can do" orientation without being over-blown or hyped up? Do you sound impressive and believable?	Show them (with examples); don't just tell them how great you are.
	<b>Be enticing:</b> Have you included a profile or qualifications statement that captures and summarizes your unique skills and abilities?	Tempt the reader to read on. Be sure they see your strongest skills and attributes right up front.
	<b>WIFM:</b> Does your résumé show "what's in it for them"? Make it fit their needs, not yours.	This is what "sales" is all about!