

# Who Are You Writing To?

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- Human Resource Manager, Department Manager, Recruiter
  - Reader knows what they are looking for
    - Experience
    - Training
    - Skills
  - Do you know what they are looking for?
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# Who else Is Writing?

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- Your résumé is 1 of 50 or 1 of 100 or ?
  - The better the position or the tighter the job market—the larger the number
  - How many will be interviewed?
  - How will you make the cut?
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# What Do They Want To Hear?

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- Who got the A on their paper in school?
  - Is a résumé equal to an autobiography?
  - Whose perspective are you using?
  - Is the reader looking for a friend, for a cool person, a marriage partner?
  - What will your résumé demonstrate?
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# An Easy To Read Résumé

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- Bullet or paragraph format?
  - How much time will the reader spend?
  - What will they find out during this time?
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# Write With Substance

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- What have you done on your last job that relates to the job you are seeking?
  - Which is more important—your job experience or your education?
  - How do you know what to say?
  - Is it just a list of job duties?
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