

RESUME WRITING

'HIGH IMPACT' RESUMES

A great resume should:

➤ **Be visually pleasing – easy to read**

Create good 'white/gray' balance; i.e. ensure the balance between the 'print' and the 'non-print' in the document. Make sure your margins are consistent, and are set at between .8" to 1".

➤ **Have a clear, consistent format**

➤ **Be well organized:**

Information should be easy to access/grasp (all unnecessary information should be eliminated). Remember the fundamental question that serves as the criteria for information that is presented: *"Does this item represent high value/interest to the reader?"*

➤ **Focus on the candidate's strengths**

This is your primary marketing device. Make sure it represents you and your experience, skills, and credentials effectively.

➤ **Communicate value to the reader**

➤ **Be the right type – type should reflect your goals, needs and professional experience**

➤ **Be computer generated on 'quality' paper**

If you fax or email your resume, be sure to follow up with 'hard-copy' on resume paper.

➤ **Be PERFECT – free of spelling, typing, spacing or grammatical errors**

Note: Use bold, bullets, underlining and Italics sparingly. They lose their effectiveness when overused. (Remember that 'less is more'.)