

**Selected extracts from...**  
**You're Hired!**

**The COMPLETE Guide**

**To Writing Great  
Resumes And CVs**



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## Introduction to CVs and Resumes

People always say it’s better to apply for a new job when you’re already in one.

We think that **while** you’re applying for a new job you’re actually **doing** one -- you’re being a salesperson, marketing a product.

Can you guess what that product is? Yes, that's right -- **the product is you.**

The first thing you need to do is to write an excellent cover letter.

The second thing to do is write a great resume or CV. This is the next thing recruiters are going to see when you apply for a job.

Together, your cover letter and resume or CV make up your “sales brochure”. Their purpose is to persuade an interviewer that you are an ideal candidate for the job and encourage them to want to find out more about you through a job interview. If you get an interview, your CV/resume and cover letter have done their job -- well done!

The mistake many candidates make is to trot out their usual resume or CV whatever the job or employing organization. In other words, they don’t tailor their resume or CV to the job or company requirements. This is a fatal mistake.

Interviewers receive (sometimes) hundreds of resumes or CVs for every position and simply don’t have time to make sense of each one. They want **you** to explain why you’re ideal. They don’t want to have to work it out for themselves.

Within a surprisingly short space of time, interviewers will sort candidates according to suitability and capability based **only** on their resume/CV and cover letter. If your resume or CV shows that you can make the grade, it’s likely to be put in the pile with other candidates targeted for interview.

If your resume or CV shows that you **won't** make the grade, it will go into the circular file (otherwise known as the wastebasket) or the rectangular one (also called the shredder!).

To get your resume or CV in the “yes” pile it must appeal to your reader, the interviewer. He or she has a need they want filling -- the vacancy. Your “sales brochure” needs to show them that you meet this need.

In this Guide we’ll show you how to do just that!

## **Preparing Your CV or Resume**

Many CV and resume guides begin by explaining the different resume and CV formats and suggest you pick a style which suits you and/or your situation. They then explain what you should put under each heading.

We think this is the wrong way round because...

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## **Step 1: Understand the Key Terms**

It’s important to understand what the key CV and resume terms mean so that you can use them appropriately. Many applicants don’t. Here we explain what is meant by knowledge, skills, responsibilities, qualities and achievements.

**Knowledge** is what we know. We’ve learned it through observation, study or experience, and it’s familiar to us. A doctor knows about the human body and a lawyer about the law, simply speaking.

**A skill ....**

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## **Step 2: Review Your Work History**

Start step 2 when you can be certain of some peace and quiet.

Get pen and paper.

Think over your work history. As you do:

- List your main responsibilities for each role
- List the skills you acquired -- both technical and non-technical
- List your qualities that have helped you be successful
- List specific achievements and their results and include small and large achievements, whether achieved on your own or as part of a team

-----Sidebar-----

If you are struggling with achievements think of instances where:

- You were rewarded or....

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### **Step 3: Write Your Objective**

It will set you apart from other candidates if you can include an objective or some kind of personal summary at the beginning of your resume or CV.

It should state, briefly but clearly....

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## **Step 4: Rewrite Using Keywords**

If you’ve followed Steps 1 to 3, you will have drafted an Objective/Personal Summary and written some quality content about your work history.

You could simply transfer what you’ve written to one of the formats we mention a little later and you would have a good resume or CV.

But you want an excellent resume or CV, right?

If the answer is yes, there’s just one last step to take...

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## **Content of Your Resume or CV**

On page 15 we cover 3 specific resume and CV formats, when and when not to use each and examples. But no matter the CV or resume format you use, you’ll usually need to break down key information into these main areas...

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## **CV And Resume Formats**

You can format your CV or resume in a number of different ways. Choose one that suits your potential employer/industry and that you’re comfortable with.

In this section we explain some of the common types and give several templates and examples you can use to suit your needs. By way of introduction, here’s a summary of each....

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## **Reverse Chronological CV/Resume Template**

**Name (large and bold)**

Contact Address (save space and write across the entire page)

Phone Numbers (include home, work and mobile)

Email address (one you check often)

### **Objective/Personal Summary**

Whether you decide to write a cover letter or not, you need to have a personal statement somewhere on your resume or CV. We think it’s best at the top. Make it a...

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## **Reverse Chronological CV/Resume Example**

**Sharon Turner**

1456 Maple Lane, Sacramento, California, 94203  
(916) 245-7598 (home), (916) 245-7779 (work), 09888904394 (mobile)  
sturner@yahoo.com

### **Personal Summary:**

As a fully trained elementary school teacher with more than 8 years varied teaching experience, I am ...

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## **Functional CV/Resume Example**

**ALAN JONES**

123 Gerry Lane, Somerset, PA 44455

Tel: 555-123-4567 Mobile: 223-4567 Fax: 323-4567

ajones@wanadoo.us

### **Objective**

I am a talented Sales Manager with over 12 years of accomplishments in managing sales, conceptualizing and...

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**Targeted CV/Resume Example**

**Deana Carpenter**  
343 W. Anywhere Ave.  
Ohio, OH 44460  
Home Phone: 321-234-1245  
Cell Phone: 321 – 234 – 9999  
d.carpenter@mailme.com

**Job Target:** Marketing Manager with a Large Multi-National Company

**Capabilities:**

- Contract negotiation with.....

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