

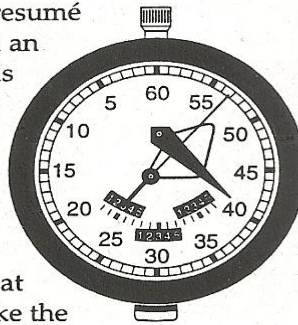
RESUMÉ GUIDE

College Park • 337-2679 • Fax 471-8913

20 SECONDS IS ALL YOU GET!

This is the average time a manager takes to scan a resumé and determine if the applicant should be granted an interview. It's true - you may have spent thousands of dollars on education and training, and all you now have is just 20 seconds to sell yourself to a prospective employer.

For this reason, the materials you use to market yourself **MUST** project a professional image. Your resumé should present your abilities and what you have accomplished in your jobs. It must make the reader want to meet you by asking, "How did they accomplish that?"



Kinko's Copy Centers offer everything you need to launch an effective job search. From this Resumé Guide, which provides a step-by-step approach to help you create a successful resumé, to our full service laser typesetting, self service typewriters and Macintosh/IBM™ computers, to our premium paper and high quality copies, Kinko's is ready to serve as your job search support center.

When every second counts, you can depend on Kinko's for expert resumé assistance and friendly, personal care. Good luck and happy job hunting!

THE IMPORTANCE OF PREMIUM PAPER

Because your resumé serves as one of your first introductions to a prospective employer, it needs to present a quality, professional image. This is why the color and quality of the resumé paper you choose are so important.

Kinko's Premium Resumé Paper has been specially designed to ensure that you make a strong and distinctive first impression. Our paper meets or exceeds the accepted resumé standards:

- high quality acid-free 100% cotton 24 lb. paper
- sophisticated color selections
- watermark placed one inch above center
- matching full-size envelopes so you can send your resumé and cover letter unfolded

ACCOMPLISHMENT STATEMENTS - SELLING THE SIZZLE!

When preparing a resumé, most people make the critical mistake of detailing their *duties* and *responsibilities* instead of highlighting **accomplishments**. In advertising jargon, this would be selling the *steak*, instead of the *sizzle* - a marketing error that could cost you an important interview.

A potential employer has only a secondary interest in the duties and responsibilities you performed in a previous job. So what if you sold widgets to the aerospace industry, or were the senior accountant in a candy factory, or even Vice President of Marketing for a furniture company? Titles and duties say nothing about *performance* (the sizzle), or what you

can bring to this new employer that is unique and worthy of consideration. On the other hand, if your resumé indicates that you **increased widget sales by 20%, receiving "Salesperson of the Year" honors, or discovered accounting errors that saved \$50,000, or designed a new production system that reduced material costs, saving \$200,000 annually**, you can bet an interview will follow.

Your **accomplishment statements** need not be dramatic, but they should always *enlarge* upon your basic duties and responsibilities. The best way to do that is to *quantify*, by adding *numbers* or *percentages*, when possible. Here are some examples of the type of

questions you must ask yourself:

- How *many* payroll checks, involving how much money, did you issue each week?
- How *much* time and/or money did your new procedure save the company?
- How *large* a budget did you manage?
- By *what* percentage and/or number of dollars did you increase sales?

It is this kind of self-questioning that will help you develop **accomplishment statements** that will generate employer interest. Remember, you're the product - your accomplishments are the *sizzle*.

The DOs and DON'Ts of Resumé Preparation

DOs

- Make sure your resumé is easy to read. Use concise, unambiguous sentences and avoid over-writing or flowery prose.
- Know your audience - use the vocabulary and speak the language of your targeted field.
- Keep the overall length of your resumé short. Depending upon your experience, one or two pages is ideal.
- Stress your past accomplishments and the skills you used to get the desired results.
- Focus on information that's relevant to your own career goals. If you're making a career change, stress what skills are transferrable to support your new career objectives.
- Begin accomplishment statements with action verbs (see below) instead of pronouns like *I*, *we*, or even *the company*.
- Neatness counts. A poorly structured, badly typed resumé is a reflection of the applicant.

DON'Ts

- Your salary history or reasons for leaving a previous job should never be included on a resumé.
- If you're considering enclosing a photograph of yourself, don't! You may bear a striking resemblance to someone the reader doesn't like.
- Don't include personal references on your resumé. A potential employer is interested in references only after they are seriously considering hiring you. At that time, you may be asked to provide reference information.
- Don't stretch the truth! Misinformation or untruthful statements will inevitably come back to haunt you.
- Avoid references to hobbies, activities and memberships that are not business-related or haven't any application to your current career goals or job objectives.
- Last, but certainly not least, don't have any unreasonable expectations of what a resumé can do. Employers do not hire resúmes, they hire people.

Action Verbs Make A Difference!

When describing your accomplishments, the use of *action verbs* can make the difference between a statement that *attracts* attention and one that seems commonplace and uninteresting.

achieved
added
broadened
consolidated
coordinated
created
developed
designed
eliminated

established
evaluated
expanded
generated
identified
increased
initiated
invented
maintained

managed
negotiated
organized
performed
planned
purchased
reduced
saved
simplified

streamlined
strengthened
supervised
trained
transformed
utilized
verified
worked
wrote

TAKING CHARGE!

To be successful in the 1990s, David Bowman, Career Consultant to Kinko's, says, "Look for continued change in the economy and job market throughout the decade. There will be more corporate restructurings, mergers, global competition and manufacturing flight to the Third World. But, there will be enormous opportunity in new, emerging industries as well - both at home and abroad. Stay alert to these changes and possibilities."

"In other words, take charge of your career, and don't turn it over to anyone else - your supervisor or your company. Set personal goals and the time frames in which they should be met and stick to them. If you sense trouble developing in your company or industry, activate an alternative plan to keep your career on track. Otherwise, you'll be another 'victim' of the changes of the '90's."

David Bowman is President of TTG Consultants, Los Angeles, and co-author of the book, "How Do I Find The Right Job? Ask The Experts!" (John Wiley & Sons, New York), and "Opening New Doors."

You Can Depend On Kinko's

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SKILLS BASED/FUNCTIONAL RESUME FORMAT

This format is best suited for multi-industry or function careers (different industries and function/skills) and/or when there are gaps in employment history.

ALAN WINTER
2342 Bayard Drive
Edgewater, NJ 10216
(515) 221-6453

An experienced sales executive in the electronic, scientific and real estate fields. A well-organized individual, who utilizes excellent communication and leadership skills to gain the respect and confidence of clients and co-workers.

SIGNIFICANT ACCOMPLISHMENTS

- Sales**
 - Named "Salesperson of the Year" for a real estate firm with 70 full-time associates.
 - Developed a new sales territory, achieving a 10% market share among six established electronics competitors in a one-year period.
 - Maintained 22 major existing accounts and added seven new customers, exceeding annual sales budget by 72%.
- Marketing**
 - Restructured ten sales territories, resulting in a 40% increase in cost effectiveness.
 - Initiated new, more competitive pricing policies, incorporating term and volume discounts, increasing sales by 20% annually.
- Training**
 - Demonstrated technical products at 15 trade shows, resulting in 23% sales increase.
 - Trained seven-member technical service staff in effective customer communications, receiving "Staff of the Year" award from CEO.

EXPERIENCE

- HALL-MARK ELECTRONICS** 1987-Present
Fairfield, New Jersey
 - Sales Engineer
- HAMILTON INSTRUMENTATION** 1980-1987
Newark, New Jersey
 - Sales Representative
- MAX E. WYNN, INC.** 1978-1980
Chester, Pennsylvania
 - Director of Development and Finance
 - Real Estate Sales Associate

EDUCATION

B.S. in Chemistry, Park College, Kansas City, Missouri
Graduate Coursework, Northwestern University, Evanston, Illinois

CHRONOLOGICAL RESUME FORMAT

This format is best suited for single industry or function careers, and when there are no gaps in employment history.

SHARON SUMMER
23 Old Colony Road
Los Angeles, CA 90031
(216) 556-7878

A payroll professional with increasingly responsible positions, including five years with a multi-million dollar cosmetics company.

PROFESSIONAL EXPERIENCE

- RICHARDSON-BARRON, INC.** 1985-Present
Los Angeles, California
 - Payroll Administrator**
 - Resolved several hundred discrepancies in employee pay and benefits, maintaining excellent employer/employee relationships and morale.
 - Developed and formatted a new PC compensation tracking system which contained a breakout of salaries and benefits for employees, consultants and temporary personnel, reducing processing time by 70%.
 - Assisted corporate accountants in filing federal and multi-state tax returns, with no requests for government audit.
 - Administered the 2000-employee corporate payroll function during a conversion from an outside supplier to an in-house fully automated system, maintaining full continuity.
 - Analyzed corporate financial reports, successfully balancing interrelated accounts for the closing of office.

BARCLAY ELECTRIC 1977-1985
Milwaukee, Wisconsin
Senior Payroll Clerk

- Managed payroll for 250 union employees, including posting hours and auditing payroll with no discrepancies or requests for audit.

EDUCATION

Milwaukee Area Technical College: Major, Data Processing
West Los Angeles College: Major, Travel and Transportation

STUDENT/POST GRADUATES RESUME

TERRY SPRING
143 Oaklawn Circle
New Albany, IN 47621
(812) 456-7890

A Liberal Arts major with honors in Art History, who is creative, analytical and works well with people of all ages.

ACCOMPLISHMENTS/ABILITIES

- Marketing**
- Designed and developed a successful marketing plan for campus fund raising effort for underprivileged children, raising over \$10,000.
 - Created the first evening security escort service for women's residence halls.
- Organization/
Operations**
- Organized and implemented a new system of inventory management control for hardware store during summer employment, decreasing costs by 12%.

- Helped develop and enact new student government legislation regarding the treatment of foreign students in the Arts program, which resulted in their increased participation.

- Administration**
- Served as student publisher of campus weekly magazine for three semesters, resulting in increased circulation of 22%.

- Supervised 13 summer camp counselors and organized the activities of 250 children, maintaining budget and excellent safety record.

EXPERIENCE

Summer 1990

NAILS-R-US HARDWARE
New Albany, Indiana

Summers 1987-1989

KAMP KITCHIKUMI
Middle Falls, Wisconsin

EDUCATION

ADVICE FOR STUDENTS/POST GRADUATES

Many students make a big mistake when preparing a resumé. They believe *all* they have to offer is their academic credentials. That simply isn't true. Even though your experience may be minimal, you must present concrete evidence of your *skills* and *accomplishments*. Granted, that may seem difficult at this early stage of your working career, but by closely examining your extracurricular activities and/or summer or part-time jobs, you should be able to create an attention-getting resumé.

For example, if you were treasurer of an amateur theatrical group while in school, you probably developed and demonstrated accounting/bookkeeping *skills*. If, in addition, you also acted with the company, you're likely to have developed presentation/*speaking skills*. A summer job at a fast-food counter is good evidence of *reliability, responsibility* and *people skills*.

Your footprint, a brief summary at the top of your resumé, should highlight these special skills and abilities:

Example: A responsible and conscientious worker, with strong numerical and verbal skills.

Whenever possible, your *accomplishments* should be quantified. This, too, may seem difficult, but it can be done with some thought. For example, rather than simply telling a prospective employer that you worked as a treasurer in a theatrical group, state how much money you handled during what period of time - with no accounting errors. This added information indicates your detail and analytical abilities. Or, instead of stating that you worked behind the counter at Dandy Burger, indicate how many people you served, on average, in a day - without complaint. This information says a great deal about your people/communication capabilities and your ability to perform under pressure.