

MARKETING YOU

“Learning by doing” is the principle upon which 4-H is founded.

As you have participated in 4-H you have learned knowledge and developed skills related to your specific project interest. You have also developed skills and knowledge that can help you to achieve a goal that could include admission to a college, university or other post secondary school or to obtain a job or to reach another goal that you have set for yourself.

What are your accomplishments? Your accomplishments are at times difficult to identify but once you have identified them, you have a better chance of achieving your goals. How can you express them so people will consider you for a job, college, volunteer position, recognition, etc.? In short, how can you market yourself so people will see you as competent and knowledgeable?

With well-kept records you will be able to summarize your accomplishments. Once you have prepared a summary of your accomplishments you are ready to begin your resume. You will be able to use the same resume for interviews throughout your life with simple updating as your experiences grow.

A resume is an advertisement for you. In a resume, you tell people about your skills, accomplishments and experiences – what you do well and what experiences you have had. You may be good at working on cars, selling, cooking, or any number of skills. Use your resume to sell those skills.

With so many people applying for jobs, college, and recognition, people like to have a data sheet that summarizes your personal characteristics, educational and work experience as well as competencies and skills. With a finely tuned resume you will be able to dazzle employers, recruiters, or evaluators.

THE RESUME

An advertising tool to sell yourself

The objective of a resume is to get a personal interview.

Good resumes have a real “SNAP” to them. They are short, neat, accurate and positive.

WHAT A RESUME SHOULD DO

- Promote your skills, talents, and education much like an advertisement sells a product.
- Be easy to read, logical to follow, and professional in appearance.
- Describe the education, experience, and skills that make you desirable for employment.
- Demonstrate good writing skills and be error free, indicating your attention to detail.
- Create a good first impression that will cause the employer to select you for a personal interview.
- Be easy to change and update to make your experience apply to different jobs and circumstances.

WHAT A RESUME SHOULD NOT DO

- Be difficult to read or hard to follow.
- Look like it is going to be hard to read or follow.
- Contain personal information such as age, marital status, sex, religion, national origin, health status, or early background (most employers don't want to know because of legal issues).
- Include ANY information that brings up more questions than answers.
- Include pictures, salary history, jargon, unexplained abbreviations, or weaknesses.
- Make demands of any kind (the time for demands is only after a serious job offer).
- Include sample of workshops presentations that you have done, etc.

“YOUR OWN RESUME – ACCENTUATE THE POSITIVE”

Describing yourself and writing down facts about yourself is never an easy task. In fact it is one of the most difficult things to do and many of us try to avoid it.

Before you begin to prepare your resume, you will need to do some data gathering. Here are some things that will be helpful.

- Project records and other records
- Awards and certificates
- Programs or materials for conference and workshops you attended
- Newspaper clippings
- Report cards
- Club minutes

You will find that record keeping of some kind is important.

Now that you have some of the materials gathered you can begin to organize your thoughts about what you have accomplished up to this date. Now you are ready to gather your thoughts and ideas about who you are, what you have done and what you have learned.

CHOOSE A FORM THAT WORKS FOR YOU

There is no right or wrong way to set up your resume. But, these two forms (or a combination of them) are most common, and will work for most 4-H activities, jobs, or college interviews.

1. **Chronological Form** – job experience is listed in order according to year with the most recent job first. In writing think about:
 - What are the most important things you want an employer to know about you?
 - What can you bring to a job that makes you better qualified than another person?
 - What impression do you want to leave with the person reading your resume?
2. **Functional Form** – experiences or skills are arranged according to areas. This helps show all that you have learned by doing your projects. When writing think about:
 - What did you do in this project? What happened? What was new and different about what you learned and did?
 - How are things that you did and learned in these projects similar?
 - How does your project work relate to things in your family, school, church, and community life?
 - What are you going to do with the skills and knowledge that I have?

WRITING YOUR RESUME

Whether you are using the chronological form to apply for a job or the functional form to apply for an award, here are some general tips:

1. Emphasize the positive. Include the contributions you've made to your employers, your school, and your community, "Sell Your Strengths".
2. Highlight accomplishments. Tell what you actually achieved and be specific. A list of "duties" doesn't tell much.
3. Use action verbs. Start with an action verb whenever possible. Verbs such as supervised, organized, planned, developed, and created. Tell exactly what you accomplished.
4. Avoid wordiness. Use key words and phrases instead of complete sentences. Eliminate the pronoun "I". Be direct.
5. Use familiar terms. Use language that fits the type of job that interests you.
6. Be neat. Make sure your resume has no coffee stains, smudges, handwritten corrections, or anything else that detracts from its appearance.
7. Limit your resume to 2-3 pages.

Fonts

- Choose an easy to read, professional font comparable to that in good textbooks.
- Avoid fancy script fonts (your resume must spell BUSINESS from start to finish).
- Use a good printer. The copy should be clear and easy to read.
- Pick a font and use that font's italic and bold variations for effect.

This looks like a Typewriter

Courier looks like old fashion

This is elegant type, but not for a resume

- Times New Roman or a “Times” variation is the BEST choice, and is the most widely used professional font in the world!
- Use 12 point font if possible (each point = 1/72 inch)

This is 12 point type

This is 11 point type

This is 10 point type

This is 8 point type (for eye exams)

- Use line spacing no smaller than 6 lines per inch.

HINTS FOR RESUMES THAT FOCUS ON SKILLS AND COMPETENCIES

Here you highlight your skills (not your credentials) that match the employer's needs – such as communication skills or writing ability. This resume highlights what you are capable of doing.

To organize your thoughts, you might think about a list of basic job skills for the world of work.

1. Identifies, organizes, plans and allocates resources; such as, time, money, materials, and facilities. Human resources would include skills you have for working with others like agreeable, team player, good listener, communicator, etc.
2. Works with other by participating as a member of a team/group and providing leadership as needed.
3. Acquires and uses information to make decisions.
4. Understands and can work with relationships among people, ideas, and things.
5. Works with a variety of tasks, techniques, or equipment.

Other skills to consider are basics such as reading, writing, listening, speaking, thinking creatively, and making decisions, problem solving and personal qualities which include responsibility, self-esteem, integrity and honesty.

As you begin, write down several of the most important experience you have had in 4-H and how they would fit into the skills listed above. Then look at the sample functional resume and develop yours using this format. This is the format your resume for Youth Congress will follow.

HINTS FOR CHRONOLOGICAL RESUMES

This form gives a clear picture of where you've worked and what you accomplished there. It is logical and easy to follow. You list past jobs in sequential order with a brief description of duties. In today's job market, you have approximately 10 seconds to capture the attention of a prospective employer. If you can get the employer's attention in those 10 seconds, she/he will read the rest of the resume and perhaps decide to select you for a personal interview.

- Use bullets and short statements about your education, experience, personal qualifications, achievements, skills, etc.
- Drop all pronouns and the result is an abbreviated third person voice that allows you to brag about yourself without seeming boastful. It also saves space.
- Have someone read your resume for correct spelling, punctuation, grammar, etc.

This is the type of resume you would use for the Job Readiness Event. An example follows:

SAMPLE CHRONICAL RESUME

ANNIE E. BATES
16 East Street
Kingston, Minnesota 06006
(333) 555-5555

JOB OBJECTIVE

To work full time as a reporter for a newspaper.

EDUCATION

Alexandria College, Alexandria, Minnesota
B.S. Communications, June 2006
Journalism award, 2006

EXPERIENCES

(2010-present)

The Daily News, Kingston, Minnesota

Work part time as a reporter

Responsible for covering local high school and college events.

Wrote a 3-part series on the growth of women's inter-collegiate sports.

(2008-2010)

Alexandria College News, Alexandria Minnesota

Served as feature editor.

(Summer 2007)

WXL – Channel 52, Ashland, Minnesota

Completed a summer internship in broadcast journalism.

SPECIAL SKILLS

Fluent in Spanish

Skilled in work processing

REFERENCES AVAILABLE UPON REQUEST

ACTION VERBS

Start your job description statements with action verbs

abstracted	composed	examined	itemized	regulated
academized	computed	executed	launched	rehabilitated
accelerated	computerized	expanded	launched	remodeled
accessed	conceptualized	expedited	lectured	renewed
accompanied	conducted	explained	led	renovated
accomplished	consolidated	extracted	maintained	repaired
accounted	contained	fabricated	managed	replicated
achieved	contracted	facilitated	marketed	represented
acquired	contributed	familiarized	mediated	researched
acted	controlled	fashioned	moderated	resolved
adapted	coordinated	focused	monitored	restored
addressed	corresponded	forecasted	motivated	restructured
adjusted	counseled	formulated	negotiated	retrieved
administered	created	founded	obtained	reversed
advanced	critiqued	functionalized	operated	reviewed
advised	decreased	furthered	organized	revitalized
advocated	delegated	gained	originated	saved
allocated	demonstrated	gathered	overhauled	scheduled
analyzed	designed	generated	performed	screened
appraised	determined	guided	persuaded	shaped
assembled	developed	identified	planned	solidified
assigned	devised	illustrated	prepared	solved
assisted	diagnosed	implemented	presented	specified
attained	directed	improved	prioritized	stimulated
audited	dispatched	inaugurated	processed	streamlined
authored	dispersed	increased	procured	strengthened
automated	distinguished	indoctrinated	produced	structured
awarded	diversified	influenced	programmed	summarized
balanced	drafted	informed	projected	supervised
budgeted	edited	initiated	promoted	surveyed
built	educated	innovated	provided	systemized
calculated	eliminated	inspected	publicized	tabulated
catalogued	enabled	installed	purchased	taught
chaired	encouraged	instituted	recognized	trained
clarified	enforced	instructed	recommended	translated
classified	engineered	integrated	reconciled	traveled
coached	enlisted	interpreted	recorded	trimmed
collected	established	interviewed	recruited	upgraded
compiled	estimated	introduced	reduced	validated
completed	evaluated	invented	referred	verified
		investigated	reformed	wrote

FUNCTIONAL RESUME EXAMPLE

Your Name Street Address City, State, Zip Code Phone Number

SKILLS AND ACCOMPLISHMENTS

Directions. List 3-5 skills you learned in 4-H in order of preference down the left-hand side of your resume, as shown below. Next to each skill, list three to five ways in which you used that skill in a 4-H, school, or other project and what you accomplished. Keep your description to one or two sentences.

Skill # 1

- ✓ Best example of how you used this skill and what you accomplished.
- ✓ Another project or activity in which you demonstrated that you had this skill.
- ✓ Yet another example of this skill in action - perhaps a description of a workshop you participated in where you practiced or learned more about this skill.

Continue in the same way with your other four skills. Here is a sample skill description.

Leadership

- ✓ Persuaded my 14-member 4-H group and the local Citizens Association to clean up a neighborhood park, for which we won an award for civic beautification from the mayor. Organized a clean-up day and bake sale; press coverage resulted in more than \$1000 in donations from local businesses.

EDUCATION

NAME OF CURRENT SCHOOL

Date you received or expect diploma

City, State

Dates attended

Directions. List your academic major or area of strongest interest. Then list up to three outside activities, such as 4-H, and any offices you have held, such as Student Council representative or Class Secretary. Finally, describe any honors, awards, or recognition you received for academic achievement (National Honor Society, for example), arts, sports, community service, citizenship, or other activities-but do not repeat those you included in your skills descriptions.

Here is a sample entry:

NORTHSIDE SENIOR HIGH SCHOOL
Diploma, June 2003

HIGH VALLEY, IDAHO
2000-03

Concentration in physical sciences. Treasurer, Class of 2003. Varsity track and field team, 2001-03. Member, High Valley 4-H Club, 2000-03; served as President (2001-02) and Treasurer (2000-01). Letter in track and field, 2002. Named as one of five "Junior Citizens of 2003" by the High Valley Farmers Coop for community and school service.

EMPLOYMENT AND/OR VOLUNTEER WORK

List your previous employers here, beginning with your most recent job. Include the company name, city, state, and dates (month/year) you were employed. If you have not been employed, you can list significant volunteer work; such as, hospital volunteer, church, parks and recreation programs, etc. Include organization and **short** description of your volunteer work.

6/03-9/03

Wilderness Ranch, Salmon, Idaho (summer job)

Ranch hand. Assisted with all aspects of operations on a large, family-owned cattle ranch: fed and cared for cattle, cleaned and maintained ranch equipment and buildings, and provided mechanical help with farming machinery.

6/02-9/02

Stillwater Community Hospital (volunteer work)

Worked in the supply department. Responsible for filling orders from various units/floors for basic supplies. Entered orders into computer for inventory control.