

How to Write Impressive Résumés and Cover Letters

Simple Strategies That Will Make
You Stand out from the Crowd

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Introduction



Employers are forever on the lookout for the résumé that stands out – not in terms of being fancy and pretty to look at. Employers are looking to be impressed! As they read your résumé, they want to feel that you are the right candidate for the job, and they want to be able to do this before ever setting eyes on you!

Tall order, right? You bet it is!

The very first step in landing that ideal job is to write an impressive résumé and cover letter. Without these two primary introductions, there most likely won't be a first interview!

Chapter 1 – Taking That First Important Step



Your résumé places you in the front lines when job hunting. It becomes your calling card. It is not about writing compelling drama or clever prose; it's a few simple pages, expertly written, containing information that is all about you.

Your résumé will either place you front and center where all the good jobs are, or it will not – there is no middle ground. It's now or never for the serious job seeker, and this eBook will become a trusted friend. This will be your personal and comprehensive guide to everything you could ever hope to know about conquering the never ending cover letter and résumé paper trail. You will sharpen your résumé writing skills and your résumé will be significantly improved. You will learn to sell yourself with simple, yet effective words.

Your résumé will not be placed at the bottom of any pile; it will be placed where it belongs—at the very top! You will compose a

résumé that will be remembered, and you will do this in complete confidence.

Let's get started!

Chapter 2 – Effective Résumé and Cover Letter Writing



Before we begin, make a decision to discard any former knowledge learned about the “rules” of résumé and cover letter writing. People commonly become stuck in “bad” writing habits from the past.

It is almost a certainty that since you last wrote your résumé, much has been learned and even more has been changed. This is as it should be; every day, very creative people are adding to the résumé and cover letter writing arsenal.

This e-book is filled with the most recent and cutting-edge résumé and cover letter writing techniques, assembled from writing professionals and employment experts.

The Basics

For years, we have been told that to be most effective, a résumé should be only one page. This just does not apply any longer! Today's résumés are creative and unique.

Aside from the most essential and key elements, a résumé should reflect the personality and need of the job seeker and not be some cookie cutter rendition of what is "acceptable and expected."

Standards in résumés and cover letters have changed dramatically, and every day employers read basic, boring résumés—and they are required to go through each and every one! But, which one will catch their eye?

Formatting résumés and cover letters has changed, too. Your résumé will be your personalized marketing material—it will open doors to unique communication and expression. As long as the essential elements are included in your résumé and cover letter, you have the freedom to make sure they impress!

But how do you do this?

First off, you must learn the most basic principles used for writing highly effective résumés and cover letters. Your goal is to write a résumé that will compel a future employer to notice your credentials. Once you have this down, the creative expression can begin!

The purpose for writing your résumé and cover letter is to be noticed among the many; you want to stand out not just as a good candidate, but as the best candidate for the job.

Chapter 3 – Résumé Presentation Is Key



An employer will have hundreds of boring résumés to go through, so one must really pop out to catch his eye.

Your résumé must impress the reader within the first few seconds or it will not impress at all. Résumés are typically given only six seconds in the initial glance; employers will quickly scan them and set aside the one that stands out the most.

To write a really effective résumé, you need to use powerful statements that will impress; but you do not want to oversell! You must make honest statements about yourself. They will be strong statements and 100% true, or they will not be effective at all.

Just as you would sell any product that you strongly believe in, you will learn to sell the product that is you! Once you have learned how to effectively sell yourself, you will find that you will get a better response from a prospective employer and will be

chosen over prospects with better credentials. It is all in how you market your product!

Chapter 4 – Wow the Employer



For starters, who is going to be receiving this résumé?

Your prospective employer will be the one who oversees the day-to-day operations of the company you want to join. They make the hiring decisions, and they are entirely invested in ensuring you are the right fit for the job; this is the person who will be reading your résumé.

Make sure you know everything there is to know about this company, and you understand which qualities are needed to be the right candidate for this job. You want to be sure you are not a good candidate for this job, but that you are the best candidate for this job.

Be bold about your assertive statements, but make sure to leave them wanting more. Make him want to call you for an interview to learn more about you.

Time to Start Writing

The primary element of an ideal résumé contains powerful and assertive statements about your talents, characteristics and accomplishments. No need to be shy – sell yourself with all that is in you!

The secondary element of an ideal résumé will provide your education, experience, work history and any other relevant affiliations. A more standard résumé will simply be a chronological account of a very boring life, and most people will not give it a second glance.

This is the time to lay out clearly what your prospective employer is looking for in an ideal candidate. Jot down every fine point about your training and experience, your unique characteristics, special talents, even your attitude – everything that supports your qualifications for the job.

You will start to connect the dots; simple statements will turn into sentences and sentences into paragraphs. Keep this information in a safe place. You will use it later to incorporate into your finished product.

You need to write a résumé that does much more than just inform; you need to write a résumé that propels action! Spark your prospective employer's interest and make him take notice!

Chapter 5 – The Purpose of Your Résumé



Your résumé is an important tool that communicates who you are as a potential employee. It doesn't just simply provide a prospective employer with your work history; it speaks loud and clear that you have the credentials, qualities and experience needed to be successful in this new position or career.

Your résumé should attract the immediate attention of the reader. Make him want to pick it up and read it top to bottom, and pique his interest. Ultimately, this will lead to him arranging an interview.

Your résumé needs to contain:

- A defined job objective
- Work history
- Educational history
- Affiliations
- References

How to Write Impressive Résumés and Cover Letters

Include all of these components in a compelling way so your résumé becomes a powerful representation of you.

Chapter 6 – Writing Your Objective



Be very clear in defining the job title for which you are applying. Be specific and avoid general statements such as, “I am seeking a Management position.” But what kind of Management position are you seeking?

Define your specific career direction. When your prospective employer reads it, they should have no doubt you are seeking the exact job they need filled.

After providing your contact information, your next section will start with your job objective. Once your prospective employer sees that your experiences and qualifications are what they want, they will continue to pursue you as a candidate.

Employers separate the potential hires from the not qualified very quickly. They look for objectives that meet their own expectations.

Your objective should convey that you will contribute to the company.

An employer is looking for a candidate who will meet the company's needs, and not just his or her own goals and agenda. Your goal could be to offer the company your unique skill set and experience, but present it in a way that proves you are there to service them and not the other way around.

Your résumé must grab them within the first few seconds— your objective must be dynamite! Clearly state the job title you are applying for and then add a few key phrases to show you will meet their exact needs.

Chapter 7 – Writing Your Summary



The Summary element of your résumé informs your potential employer how and why you qualify for the job. You want the employer to focus quickly on this section because it will highlight your most important accomplishments, talents, and qualities.

After reading your Summary, the employer will know whether you are the best man or woman for the job. Boast about some of your accomplishments; for example, if you increased sales in your previous company by \$50,000, say that here!

When writing this section, use many colourful and descriptive words. If one of your best talents is sales, write that you are a gifted salesman, able to close the deal in record time!

If your talent is hairdressing, write that your styles have been featured at XYZ hair show and that your technique is now use in salons throughout the Mid-West. You get the idea!

This section will contain information about you that is commendable and that will set you apart from the crowd. By using the right kind of descriptive, complimentary words, your Summary will show your prospective employer that you alone will be the best fit for the position needed to be filled.

Tailor Your Summary to Your Prospective Employer's Needs

Before you began writing your résumé, you wrote notes about what makes you the best candidate. You have familiarized yourself with the many characteristics and qualities you believe your prospective employer will be looking for in the ideal candidate.

Now is the time to tailor your Summary section to match those specific needs. Every statement you make in your Summary section should be targeted to show the employer you have what it takes to fill that position.

Work on writing positive and affirming statements that exemplify how your unique abilities and talents will be the most effective in the intended position. Practice using descriptive words.

If you want to write that you are a good leader, write instead you are "proven" leader with initiative and motivational skills that cause others to act! Describe why you are good at what you do and leave no room for interpretation.

Remember, your Summary section is critical to your résumé success. Few people will use all of the suggestions. You are encouraged to say the most, while writing the least. Below, you will find a variety of suggestions for composing your Summary section.

- Start with a concise sentence that describes your profession.
- Next, write another concise sentence showing your specialized experience.
- Make brief statements to demonstrate the following, and use bullet points to present them:
 - The full extent of your skill-set
 - The variety of your skills
 - Diversity in your experience
 - An accomplishment worth noting
 - Anything remarkable about your accomplishments
- Optional additions:
 - Professional achievements
 - Personal characteristics worth noting
 - Brief statement highlighting professional objective

Chapter 8 – Writing the Skills and Accomplishments Section



In the Summary section of your résumé, you can brag a little. In the Skills and Accomplishments section, you can brag a little more.

This section will cap off all that qualifies you for your intended position. Show your prospective employer there can be no other and the search stops with you!

What is the best way to do this? Continue to show you are the right one for the job by going into detail about everything you wrote about in your Summary section. Be careful with your wording to avoid being repetitious.

When writing this section, don't just inform; highlight in more detail what your prospective employer already believes to be true about you as an ideal candidate.

The purpose of your Skills and Accomplishments Section is to go into more detail about the following:

- Any benchmarks or landmarks you accomplished as the result of your unique skill-set.
- Using facts, figures and statistics to show how your best efforts resulted in the best outcomes.
- Your specific talents and unique gifts as related to your job.
- All accomplishments that set you apart.

For the most effective Skills and Accomplishments section, use clear, crisp writing. Go into detail, but not so much that it reads like a story.

Bonus Tip – It is critical to give hints and not complete details. You want your prospective employer to call you in for the interview to learn more!

Chapter 9 – Formatting Your Résumé



There are three basic résumé formats: Chronological, Functional, and Chronological/Functional combined.

Chronological Résumé

The Chronological résumé is the more structurally formatted of the three:

- Jobs are listed in detail.
- No focus of skills or achievements at the beginning of your résumé.
- Used generally when you are remaining in the same job field or career.
- Caters to conservative-type positions.
- Always has an Objective section and Summary section.
- Used especially with legal and academic professions.

This résumé type is ideal when:

- Applying for positions within a more conservative profession.
- Wanting to show good job detail and highlight employer names.
- Trying to catch the interest of older, more traditional types.

This résumé type is not ideal when:

- You want to showcase your best qualities and experience.
- Wanting to make a change in career.

Example of a Chronological Resume

John Pavlow
1032 Sherwood Street, Wildwood, NJ 07886
201-555-9384
jpavlow@aol.com

SKILLS:

Proficient in Windows 95, Windows NT, Microsoft Office, HTML, C, C++, Java and conducting Internet research. Fluent in both French and Spanish. Excellent interpersonal skills and fine-tuned organizational ability.

WORK EXPERIENCE:

- 1984-Present: Forsythe Metals & Alloys Company, Secaucus, NJ

Manager, Chemicals Procurement

Successfully managed a corporate group that purchases the key chemical raw materials for more than 150 plants within the US. Initiated all purchase decisions for pulp and paper chemicals, plastic resins, inks, waxes, coatings, solvents, plastic film and sheet, and lignosulfonates. Directed six professional buyers and non-exempt employees. Personally created, developed and implemented a critical cost reduction program with a total savings

of more than \$1 million per year. Established pioneer program in support of Hazardous Waste Disposal project. Chaired meetings of strategy planning and successfully negotiated for new cost-effective raw materials.

- 1992-1994: Allied Metals & Alloys Company, Secaucus, NJ

Materials Manager

Designed key systems and procedures to establish automated purchasing functions for C&K Chemicals, a subsidiary of AB&X. Implemented primary purchasing activities between corporate purchasing and C&K.

- 1988-1992: Chemicals & Pharmaceuticals, LTD., Secaucus, NJ

Purchasing Agent

Successfully negotiated some \$60 million in specialty and commodity raw materials. Contributed largely to mistake's cost reduction programs. Initiated liaison function between corporate purchasing and Mistake of America, Ltd. This program greatly improved reporting systems between plant Managers and purchasing department.

EDUCATION:

- Master of Science in Chemistry, Browns University, May 1980
- Bachelor of Science, University of America, May 1975.

Major: Chemistry and Business.

Functional Résumé

- The next basic résumé format is the functional résumé:
 - Showcases achievements and major skills from the top.
 - Clearly states your strong suits.

- Employer does not need to read through boring job details.
- States (through summary) all you will bring to the table.
- Only a brief mention of company names and positions held.

This résumé type is:

- Ideal when wishing to change careers, for those who job-jump, for homemakers returning to workplace, for students and the military, etc.
- Ideal when wishing to make only a minor change in job direction.
- Highly recommended by résumé writing professionals.
- Used as an effective aid in achieving a new direction or goal.

This résumé type is not ideal when:

- Read by a more conservative employer looking for more information on each of your jobs.

Example of a Functional Résumé

Janice P. Smythe
1692 Banff Road, Portland, OR 97208
(555)823-6169
jsmythe@msn.com

Insurance Law Practices:

- Directed management on insurance company policy and legality of key insurance transactions.
- Evaluated critical legal decisions and implemented necessary changes in insurance clauses to line up with corporate policy and to protect company from fraudulent insurance claims.

- Directed claims department in appropriate filing procedures to identify against over-payments.
- Initiated formatting and wording of all critical legal documents, such as insurance claim contracts and payment release papers.

Corporate Law Practices:

- Created and developed key corporate law structure policy and procedure, wrote landmark manual on corporate legal rights.
- Retained as leading law agent for several major corporations in wide variety of essential law transactions.

Real Estate Law Practices:

- Performed multi-million-dollar sale and transfer of prime commercial property.
- Performed detailed ownership and transfer searches.
- Created and executed appropriate forms for commercial deeds, mortgages and leases.
- Acting trustee of multi-million-dollar commercial property and recommended help funds for investment.

Work Experience:

- 1985-Present: Commercial Underwriters of America, Inc., New York, NY – Head of Insurance Services

Education:

- 1984: University of California Law School. LL.B., Insurance Law Policies, Corporate Law Policies, Estate Planning and Income Tax Policies.
- 1992: University of California. BA Degree, Major: Geography

Chronological/Functional Combined

The final basic résumé format is the Chronological/Functional combined:

- Can include headings of various jobs held with description of accomplishments.
- A brief chronological job description section.
- A brief Skills and Accomplishments section.
- More detailed Summary that includes skills and qualifications.

This résumé type:

- Is ideal when wishing to take advantage of both résumé types.
- Takes the best features of both types of résumés.

This résumé type is not ideal when:

- Wishing to present a shorter résumé.

Example of a Combination Chronological/Functional Résumé

PETER J. PROBOST
222 Sport Crescent, New York, NY 95520
(336) 746-1345
bb3177@appstate.edu

EDUCATION

Avondale University Bachelor of Science, Geography Cooranbong,
Australio
1998
GIS
Minor in Geology

GIS INTERNSHIP

American Geological Society

New York, NY 1999

- Developed a geomorphic prototype data base with Arc/Info and ArcView on a UNIX platform.
- Performed leadership role in the development of maps for use with the "Map of the World" radioactive waste site assessment.

RELATED SKILLS

Computer Software and Operating Systems:

Arc. Info (PC and UNIX), ArcView, SAS, Atlas GIS, Surfer, ERDASIMAGE, MapInfo, GMap, GSCad, XV, PaintShopPro, Corel Draw, all versions MS Word, MS Power Point, DBExpert, WordPerfect, Lotus, Color Works, Canvas, and C programming

Advanced knowledge of: DOS, UNIX, Windows: 3.1, 95, NT, MacOS, and OS2.

Technical Expertise:

- Intermediate experience with interpreting air photos and satellite images, digitizing of web site design and advanced knowledge of web site analysis.
- Published credit for 6 geological maps.

SELECTED WORK EXPERIENCE

Beaker Inn and Lodge

Manager, South Dakota

1993- 1998

Maintained long term work relationship while engaged in a full academic course load throughout college.

- Managed and supervised staff of 14 employees.

- Trained new employees.
- Reported to owner.
- Responsible for overseeing entire operation in owner's absence over summer season.

Reference Available upon Request

Chapter 10 – Writing an Electronic Résumé



An electronic résumé will not be read by an employer until it has first been scanned by a computer. Employers today are experimenting with this method to find the best candidate for their available position.

If your résumé does not meet the standards for formatting, an employer will never even see your résumé, regardless of your qualifications. Even with stellar qualifications, those that are not aware of how to format an electronic résumé will never be called in for that important interview.

Below are the elements necessary to meet electronic résumé standards.

Write Using Nouns and Not Verbs – Nouns are the dominant words in a scan-able résumé. Use descriptive nouns such as bookkeeper, supervisor and Microsoft.

Use Keywords – Use keywords such as education, skill-set, experience, talents and abilities. These are the words employers look for when they need to fill a position. Use plenty of keywords; the more, the better!

Fancy Is out – Scan-able résumés are very conservatively written. Do not use uncommon fonts, use only white or beige paper, do not underline and do not use italics.

Use Simple Design – The computer will read text and not graphics. Anything that is complex, such as tables and leader dots, should be excluded.

Avoid Abbreviations – With the exception of very common abbreviations, such as BA (Bachelor of Arts), use full terms.

Write Your Name First and Contact Information on Separate Lines

Example:

Johnny Appleseed

(123) 456-7891

jappleseed@hotmail.com

Make Good Use of White Space – Leave ample space between sections for the computer to recognize one section has ended and another has started.

Write Using Proper Language – Use common words that all people will understand. Do not use slang terms; you should never use slang in any of your résumés.

A Three to Four Page Résumé Is Acceptable – The hard and fast “one-page” résumé rule no longer applies. Electronic résumés can run 3-4 pages in length.

A separate section of this e-book will be devoted to a variety of different résumé types and formats and will help you select which one suits you best.

The more creative you are when writing about yourself, your credentials, your experience and everything else of importance to a prospective employer, the better. The next few chapters will deal with the “why” and “where” for including specific information in a variety of ways.

Chapter 11 – Writing Your Résumé with Power



Use these résumé power words with confidence:

A		
accomplished	assembled	appraised
advertised	acquired	audited
arranged	analyzed	adjusted
achieved	assisted	approved
advised	adapted	augmented
administered	arbitrated	authored
B		
budgeted	built	

C		
calculated	catalogued	charted
conceived	conceptualized	conducted
coordinated	copyrighted	corrected
closed (a deal)	contacted	composed
consolidated	cultivated	convinced
corresponded	completed	constructed
coached	controlled	counseled
compared	consulted	created
compiled		
D		
debugged	determined	distributed
detected	dispatched	delivered
discovered	delegated	devised
decreased	developed	documented
designated	diagnosed	designed
directed		
E		
edited	exceeded	estimated
enhanced	eliminated	expanded
examined	established	engineered
elicited	executed	evaluated
enlarged	empowered	explained
F		
fired	formulated	flagged
founded		
G		
gathered	guide	generated

H		
headed	hired	
I		
identified	implemented	increased
initiated	inspected	instituted
interpreted	invented	influenced
ignited	improved	instructed
innovated	installed	inventoried
interviewed		
J		
justified		
L		
lectured	logged	lobbied
M		
maintained	managed	manufactured
mediated	modified	monitored
motivated		
N		
negotiated		
O		
obtained	overhauled	organized
ordered	operated	

P		
patented	persuaded	planned
prepared	presided	produced
programmed	proposed	purchased
performed	placed	posted
presented	processed	proficient
promoted	provided	
Q		
quantified		
R		
recognized	reconciled	referred
reorganized	replaced	represented
researched	reviewed	regulated
recommended	reduced	rescued
repaired	reported	revised
restored		
S		
scheduled	streamlined	steered
suggested	systematized	served
screened	simplified	sold
supervised	studied	solved
selected	supplied	
T		
taught	tested	translated
tracked	trained	traced
transcribed		
U		
updated	utilized	

V		
vended		
W		
won	wrote	

As a practice exercise, take your old résumé and look for places to insert good power words. Your old résumé will be transformed!

Remember, adjectives describe. When writing your résumé, describe all that is important to you and your accomplishments. Write with more description and your résumé will become more interesting!

Chapter 12 – Writing the History/ Experience Section



You can use a number of headings here: "Professional Experience," or "Professional History"; they both work well. Avoid using the titles "Work History," or just "Employment." Neither are as effective, and they don't look as professional.

List all of the jobs you've had in reverse chronological order. Concentrate on providing many details for your most current positions, and offer limited information about your earlier jobs. In many cases, just write a simple statement to sum up all of your earlier work.

Decide if you would rather put emphasis on your job titles or the names of the companies you worked for; the one you want to highlight should be listed first.

Engineer - Dow Chemical Petroleum, Ltd.

Example:

Dow Chemical Petroleum, Ltd. - Product Engineer

OR

Product

For this section, include all service work and internships, as well as any key volunteer experience—this section is not only for paid experience.

Chapter 13 – Writing Your Education Section



As with your History/Experience section, list your Education credentials in reverse chronological order. Show your completed degrees or licenses first, and then show your completed certificates and key training. Follow by listing and education that is currently in progress with a proposed date of completion.

Bold type anything you wish to highlight, such as your completed degrees, but no need for too much detail here. Present your major as well as any awards and distinctions received.

If you received a grade point averages of 3.5 or better, you can mention that as well. Mention any courses of study you are currently engaged in as it relates directly to the position you seek.

If your awards and commendations are impressive, give them a section of their own. Always provide sources for validation.

Chapter 14 – Other Sections to Include in Your Résumé



There are other sections you may choose to include in your résumé. Below are some examples of additional sections to add in your résumé to highlight other accomplishments or experiences.

A Professional Affiliations Section

In this section, show your community involvement and focus on current participation, especially in areas that might impress the employer as being relevant to work situations. Show your abilities within specific areas, such as: “Initiated leadership role in organizing a group of minority women wishing to return to the workplace.” List participation on a Board or as a Chairman. Avoid stating any political involvement; it can be judged negatively by an employer or company.

A Publications Section

If you can offer experience in this section, your employer will be impressed! Only highlight published material, add only the most impressive publications and include positive critiques and comments of your work.

A Personal Interests Section



Do you, or do you not write a Personal Interests section? In most cases, candidates forego including this section. If you think your personal interests or hobbies directly relate to the job at hand, include this section. If your hobbies have no connection to your job, then do not include it.

For example, a baker who is applying for a chef's position might present a prospective employer with cookbook recently published. This showcases talent, creativity and ability, and an employer would like to see this!

On the other hand, an accountant seeking a managerial position within a large corporation would not be smart to include a Personal Interests section to highlight his interest in collecting 18th century currency from Spain. It is completely up to you whether or not to include this section on your résumé. If you have to think long and hard about it, it probably is best not to include this section.

A References Section



The final closing of your résumé may read, “References Available upon Request.” Instead of this statement, consider writing a separate page listing a few really good references and include their contact information, as well. Hand this separate page to your prospective employer, if needed. It is always a good idea to have copies of your reference page on hand.

Chapter 15 – Your Résumé – a Work of Art



Your résumé will be your first means of communication with your prospective employer; make sure it is a great representation of who you are as a potential employee.

Now that we have covered the most basic elements of an impressive résumé, let's take a look at some more specific points.

Your résumé should be appealing to the eye. This is best accomplished by:

- Making it very easy to read and not at all complicated.
- Having simple wording and phrases.
- Containing good, overall balance.
- Not crowding paragraphs and utilizing white space.
- Keeping sections concise and shorter when possible.

Key information that should be included in your résumé:

- Name
- Address
- Phone
- Email
- Positions held – list in reverse chronological order
- Education credentials– list in reverse chronological order
- Targeted information as necessary

Positions held list will include:

- Position title
- Name of company
- City and state of company
- Number of years you worked for that company
- Earlier held positions can be summarized

Your résumé will show your suitability for the desired position. It will express that you are uniquely qualified and should be chosen.

Only highlight your best accomplishments and experiences by using strong, clear wording and phrases that are descriptive. Your résumé should persuade your future employer to want to know more about what you can bring to his company. Hint at your qualifications, but don't give too much information; you want him to feel compelled to bring you in for the interview.

Write about your qualifications through clear statements about what you have accomplished. Don't bore them with long-running lists of your previous job responsibilities. Show the exact results of your targeted accomplishments. Use adjectives to show the extent of your skills and experiences to demonstrate you are results-oriented.

Use powerful words and statements that will convey your impressive credentials and experience. Prove to your employer that you will get the job done better than anyone else.

Be concise and stick to the point. Write your sentences as short and direct as you can, and eliminate all repetitions. Don't use several examples when one example has the same impact. Don't repeat a power word within the same paragraph, and avoid trying to impress by using larger words.

Finalize your work of art! When you are ready to print your résumé, use a laser printer or an ink jet printer to produce the best results. Use off-white, ivory or bright white 8 1/2 x 11inch high-quality paper. Present your résumé without smudges and staples.

A shorter résumé is often best, but if what you need to write takes up three pages, then offer three pages; there is no hard and fast rule for résumé length. Use a good-sized font – 11 or 12 point; don't make the font smaller to try and keep it to one page.

Don't bore them with the details; you are marketing yourself and not presenting your entire life history. Always leave them wanting to know more.

Arrange your résumé into clear sections. There should be no more than six lines of writing in any one section or paragraph – summary, skills, accomplishments, job description, etc. If you want to provide more information, start a new section, use bullet points or begin a new paragraph.

Provide an accurate telephone number with your area code. Make sure the phone number on your résumé will be answered by you

or by an answering machine, Monday through Friday, from 8-5p.m.; you want to be available when you get invited for that important interview.

If you don't have an answering machine, buy one. Include your e-mail and fax numbers as an alternate means of reaching you.

Start each section with your most important information on the first line—this will be read the most.

Use bold to highlight your name, section headings, skill headings, titles or companies, degrees, and school name. Your name should also appear on the top of each page of your résumé.

Omit any kind of information that can be seen as being controversial, such as political affiliations.

All formatting should be consistent. Don't overuse bold, italics or underlining; these font styles should only be used for effect and not in uniformity.

Your résumé must be error free; no typo's, no misspelled words and no errors in facts. Don't use poor grammar or overlook simple things such as punctuation.

Chapter 16 – What Not to Put in Your Résumé



“Résumé” at the top of the your résumé

- Flowery objective statements
- Salary information
- Addresses of former employers
- Why you left your previous jobs
- The names of supervisors
- Detailed references

Provide Only the Facts

While you definitely want to sell yourself, you want to do this honestly. Do not inflate the truth to put yourself in a better light—you will need to be able to back up all claims about yourself.

Chapter 17 – A Variety of Sample Résumés



There are a very wide variety of résumé styles to use depending on the experience of the applicant. Résumés can be categorized by profession and experience, such as Nursing, Legal, Teaching and Business.

Below are a few sample résumés written specifically to focus on a specific profession. There are hundreds more!

Banking & Real Estate Sample Résumé

ANDREW PONDS
456 Pondrew Circle
St. Louis, Missouri, 55555
(555) 555-5555
email: ap4545@udu.net

QUALIFICATIONS

- Strong ability in personnel interviewing, training and motivating
- Skilled in organization and office procedures
- Ability to achieve immediate and long-term goals and meet operational deadlines

EXPERIENCE

Development Corporation, 1990 - Present St. Louis, Missouri
Vice President

- Planned successful marketing and advertising strategies targeting and developing new accounts, bringing more businesses and greater economic support to the city
- Expanded customer base through a variety of effective sales techniques
- Delivered convincing oral sales presentations to upper management of major companies
- Effectively coordinated the hiring of subcontractors and monitored their performance

Able Bank 1979 - 1990

St. Louis, Missouri

Consumer Banking Manager-Supervisor

- Promoted 3 times in 7 years from Teller to Consumer Banking
- Interviewed, trained, supervised and evaluated up to 22 employees
- Identified and resolved conflicts between public and bank and employees and management, clarifying work relationships and alleviating communication problems

- As Secretary to Board of Directors, attended monthly board meetings and handled all Board correspondence and directives
- Initiated promotion of bank products utilizing various marketing and advertising methods
- Other positions held: Walmart–Hired as Desk Clerk, promoted to Lead Manager. Anton Fishery– Hired as Window Washer, promoted to Front Desk.

EDUCATION

Monteray Business Careers Institute 1975 - 1979 St. Louis, Missouri

Office Management

Banking Courses, Seminars, Workshops

American Institute of Banking

Introduction to Supervision

Commercial Loans

Principles of Banking

First American Corporation

Building Retail Business

Managing Retail Business

Quality Service University

COMMUNITY INVOLVEMENT

- Alpha Beta Sorority, Past President, Secretary

Recent Business Graduate Sample Résumé

Gerry Traindorf

516-555-5555

3332 Orange Drive

Korham City, NY 55555

Personal Profile

Academic background in International Business, Marketing, Economics and History, including a semester of study in Great Britain. Practical foundation of administrative, supervisory, computer and organizational skills acquired from broad-based, part-time work experience.

Enthusiastic, resourceful and trainable. Offer old-fashioned work-ethic and excellent prioritization abilities developed through balancing rigorous academic and employment objectives throughout high school and college. Will do whatever is necessary to get a job done.

Education

New Fellow University

New York, NY

Bachelor of Arts in Business 2001 - 2005

Concentration: Business and Economics

Member: Languages Club

Representative courses: Marketing, Economics, Accounting, Business Information Systems, Management, Corporate Finance, International Trade and Investments, Business Law, Statistics, Quantitative Methods, International Relations, History and Culture of Africa.

University of Klein

London, England

International Culture 1988 - 2001

Studied British and Western European life and culture from medieval times to present. Gained a valuable overview of European economic and social culture through travel in Great Britain, Ireland, France, Italy, Germany, Austria, Belgium and the

Netherlands. Observed European and British cultural differences, economic and business practices, currency exchange, Euro Dollar conversion process and national political environments.

Business Experience

International import-export exposure with UPS. Learned to work in high-pressure, quick-response disaster environment with Red Cross. Gained supervisory and training knowledge from NYU's Arts' Department. Experienced working in local government with Nassau County.

Performing Arts' Assistant
New Times University, Cheshire, NY
1999

Estee Launder Assembler/Auditor
Graver Packers, NY
1998

International Audit Clerk
United Delivery Service, NY
1997

Audit Clerk Nassau County
City of Nassau, NY
1996
Flight 555 Disaster Aid
Blue Cross, NY
1995

Key Computer and Communication Skills

Mastery of Microsoft Word, Excel, and Access; WordPerfect; Windows 95/3.1 and DOS. Familiar with Quattro Pro. Published writer and editor.

Management Consultant Sample Résumé

MANQUIST P. ROB

5333 Western Boulevard (555) 555-5555 Los Angeles, CA 55555
mct55@anydomain.com

PROFESSIONAL GOALS

Leadership role in a management consulting firm whose clients will benefit from my strengths in revenue enhancement, economic analysis, product development, governance system development, performance bench-marking and other organizational improvements.

QUALIFICATIONS

Projects: Project management support pertinent to managed care delivery systems for HMOs, IPAs, medical groups, multihospital systems and national health care providers.

Verbal: Client communications/interaction (medical directors, chief executives, administrators), interdisciplinary team collaboration and management reporting.

Research: Data collection, organization and analysis; investigative and interviewing skills.

Finance: Predictive models, financial impacts, budgeting, projections. Economics degree. Bilingual: Fluency in Spanish language, business etiquette, and culture.

Computer: PowerPoint (multimedia presentations), Excel (financial modeling, budgeting), Word (report generation, business communications), and E-communications.

EXPERIENCE

MEDICAL MANAGEMENT ADVISORS, Los Altos, California
1997 - Present

Consultant for consulting firm servicing market-leading health plans, integrated delivery systems, integrators, and providers throughout the US. Clients include Columbia-HCA, Cedars-Sinai Medical Center, U-Mass Memorial Health Care, and others. Provided project support in strategy and planning, network design operations and organization and health care finance.

Sample projects:

Challenge: For New England regional health system-expand scope of services, create physician-linking mechanisms, foster medical group-hospital relationships, and optimize acquisitions position.

Action: Developed and implemented instrument to conduct national survey; determined respondents' needs and interests in joining client's new institute that is designed to provide expertise in practice management, managed care administration and population-based management.

Result: Proposed infrastructure model, regional sites, program content and target groups to participate in unique think-tank/training institute; program will link physicians and senior management from key IPAs and medical groups, expand scope of services and provide client with solid acquisition opportunities.

Challenge: For leading Midwestern health system-develop revenue enhancement opportunities.

Action: Collaborated with team to identify 14 major opportunities and was assigned to handle Medicare Select component. Conducted competitor research; prepared financial models (administrative and marketing budgets, hospital impacts, enrollment projections, annual growth rates); structured product benefits; developed story-lines, slides, and materials for client presentation.

Result: Client selected Medicare product as strongest growth opportunity with a projected revenue enhancement of \$10 million.

EDUCATION

Scripps College

Edgeton, CA

Bachelor of Arts, English/History; minor in Economics 1997

Sigma Delta Pi. Economics, history, and literature courses

University of Sandrais

Spain 1995

Marketing/Advertising/Public-Relations Sample Résumé

Chance Braithwait
145-87 21st Street
Bevins, NY 55555
555-555-5555
cbraith@anydomain.com

Objective: Management Level in Marketing/Advertising and Public Relations

Profile Enthusiastic, resourceful and trainable recent graduate with academic background in communications and internship experience as Communications' Program teachers' assistant.

Offer old-fashioned work-ethic and excellent prioritization abilities developed through balancing of rigorous academic and employment objectives throughout high school and college years.

Professionally committed and responsible. Adapt easily to new situations. Successfully handle a wide range of functions using a combination of creative, organizational and writing skills.

Maintain focus in demanding work environments, under deadline and pressure conditions. Meet challenges head-on and always find a way to effectively complete multiple assignments or tasks.

Education

Bachelor of Arts in Marketing

Post University, Greenmail, NY 2003

Courses included Introduction to Public Relations, Message Criticism, Advanced Public Speaking, Interpersonal Communications, Organizational Communication and Persuasion.

Internship

Teachers' Assistant Post University, Greenmail, NY 2002

Assisted professors in planning, teaching, and record-keeping for forty-two students in two Communications classes: Interpersonal Communication and Group Interaction and Discussion.

Tutored students daily and taught one day per week.

Wrote study guides and held review sessions. Aided in preparation of professors' lesson plans and prepared lesson plans for own teaching. Served as liaison between students and teachers. Kept teachers' attendance records and grade book.

Originally suggested internship to one professor and pursued existing opportunity with the other. Received excellent evaluations from each teacher and from students.

Computer and Communication Skills

Proficient in Microsoft Word and Excel. Work in PC and Mac environments. Accomplished writer, editor and public speaker. Conversational in Spanish.

Employment

Donways Grocery

Deli Clerk

Flower side, NY

199

Theater in the Round

Theater Attendant

Flower side, NY

1998 to 1999

St. John's Nursing Home

Nurse's Aide

Bayside, NY

1995 to 1996

Reitman's

Cashier

Brooklyn, NY

1993 to 1994

Pharmaceutical Sales Rep Sample Résumé

ANDREA PROPIST

5555 West Norland

Treydon, California 55555
Phone/Fax (555) 555-5555
aprop@yourdomain.com

CAREER FOCUS

Senior Pharmaceutical sales position with a research-driven organization committed to developing and marketing products that preserve and improve the quality of life.

PROFESSIONAL PROFILE

Experienced Professional: 14 years' sales experience, including national key accounts management, product launches, territory management and training of national and retail sales associates.

Technical Skills: Good grasp of medical terminology, anatomy and physiology, systems and disease processes, as well as managed care, the formulary system and cost issues facing practitioners.

International Orientation: Multilingual skills include fluency in Italian, French and German; classical studies in Latin; conversational Spanish; extensive travel throughout Europe; former resident of Italy.

SALES & BUSINESS EXPERIENCE

Atone House Co., Inc.
Fullerton, California 1990-1997

Cofounded construction company that specialized in fabrication of marble and granite, as well as installation of exterior finishes for commercial structures. Developed marketing strategies for public and private-sector accounts. Served as primary contact regarding contracts, fees, billing and project scheduling.

Sales Performance: Built annual sales from start-up to \$600,000. Identified niche market that delivered above-average returns, in many cases adding more than 22% to profit margin.

Account Service: Developed relationships with decision-makers that led to major contracts (e.g., Well-Known Theater restoration, State of California prison and numerous medical office buildings).

Expense Management: Negotiated supplier discounts on purchases of raw materials; implemented quality control system to control labor expenses at well-below industry average.

Jacoby and Sons

Los Angeles, California

1983-1990

Negotiated exclusivity agreement as sole US importer and distributor of Sabatini, a premier collection of silver object d'art and household implements.

National Sales: Developed national sales presence, opening major markets in Chicago, Dallas, Miami, New York, San Francisco, Beverly Hills and establishing 160+ high-end accounts such as Gums, Gnomon Marcus, and Bergdorf Goodman (average opening order was \$17,000).

Conducted sales seminars for territory reps and retail sales associates.

Event Management: Organized promotional exhibits at major US museums, including the Art Institute of Chicago and Museum of Modern Art in New York.

EDUCATION

International School of Design

Milan, Italy

Interior and industrial design 1980 - 1983

Institute Tenneco Linguistic Cardinal Ferrari

Milan, Italy

Business 1978 – 1980

Chapter 18 – The Importance of Writing a Cover Letter



The cover letter is every bit as important as your résumé and should almost always accompany your résumé. Your cover letter will introduce you to your prospective employer.

After reading your cover letter, your prospective employer will decide whether or not to read your résumé to learn more about you. Once he has finished reading both your cover letter and résumé, he should feel compelled to call you in for an interview to learn more about you.

The following chapters outline how to write an effective cover letter. There are several different examples of cover letters, including a basic cover letter template.

Chapter 19 – Cover Letter Outline: How to Write a Good Cover Letter



In the top left hand corner of letter, write your contact details and the date:

Jennifer Tilly
2150 Orange Grove
New York, NY 55555
(555) 555-5555

February 20, 2005

Then, write the contact details of prospective employer:

Mr. John Smythe
Director
Icon Management
5854 Tombon Road
New York, NY 55555

Dear Mr. Smythe:

Opening paragraph – Use an opening that will catch the attention of the reader and clearly states the exact job you are applying for.

Use one of the following:

1. Summarize the job opening
2. Name the job opening
3. Request a job opening
4. Question the availability of an job opening

Secondary paragraph(s) – Provide descriptive information to give the reader a good reason to invite you to an interview. Use a variety of the following:

1. Education
2. Work experience
3. Accomplishments worth noting
4. Ability to work with others and/or alone
5. Interest in your field
6. Interest in the company
7. Responsibilities in previous positions

Closing paragraph – Write this in a way so your prospective employer will take action!

Take the initiative and suggest a good time for you to come in for an interview. Be sure to add all of your contact information, including your email and fax numbers.

Close your cover letter with:

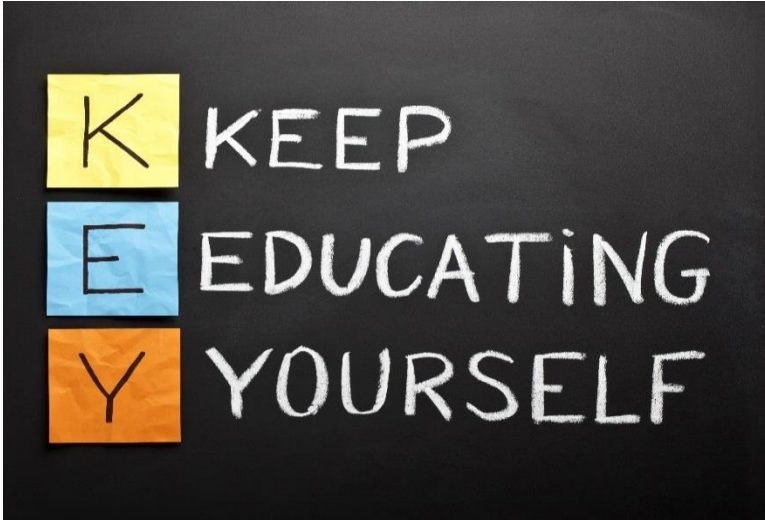
Sincerely,

Enclosure (this will be your résumé)

For review:

- Always begin your cover letter by placing your full name, address, telephone number and email address in the top left hand corner of your letter.
- Follow with your potential employer's information.
- When addressing your employer, always use their full name, address, etc.; do not use abbreviations.
- Address your letter directly to the person in charge of hiring.
- Sign your letter by hand.

Chapter 20 – Key Phrases to Use in Your Cover Letter



1. I am writing to you in response to your advertisement in the Washington Post, dated May 13th, 2004.
2. As you can see from my enclosed résumé, my experience and accomplishments match this position's requirements.
3. I would like to point out ____ (add text that is most relevant to the position.)
4. During my five years with Amsted and Querns, I initiated extensive improvements that resulted in garnering 30 more clients for the period ending ____.
5. I would appreciate the opportunity to meet with you to discuss my qualifications for your position.
6. I would appreciate the opportunity to speak with you in person.
7. Please accept this letter as an expression of my interest in the position of ____.
8. A copy of my résumé has been enclosed for your review.

9. I believe that my skill-set matches perfectly with your requirements.
10. I possess the right combination of skills to be an asset to your organization.
11. I would welcome the opportunity to meet with you to discuss my potential contributions to your company.
12. I look forward to hearing back from you.
13. I look forward to your reply.

Chapter 21 – Cover Letter Samples



Cover Letter Sample in Response to a Newspaper Ad

Jennifer Tilly
2150 Orange Grove
New York, NY 55555
(555) 555-5555

February 20, 2005
Mr. John Smythe
Director
Icon Management
5854 Tombon Road
New York, NY 55555
Dear Mr. Smythe

I am writing to you in regards to your advertisement on February 19th in the Washington Post for a Sales Assistant, specializing in

Public Relations and Marketing. As you can see from my enclosed résumé, my experience and qualifications match this position's requirements.

I especially would like to point out at this time that I graduated from the renowned Brown's Public Relations College and I have a history of exemplary service in the field of Marketing and Advertising. I have had the very good fortune of working side-by-side with seasoned PR representatives the past 5 years.

During my stay with DeClerc Advertising, I added 30 new clients to their already impressive roster, and I was quickly promoted through the ranks all within my first year.

I look forward to the opportunity to speak with you and I will call you in the next three days to arrange an interview time that will be convenient for you.

Sincerely,

Enclosure (this is your résumé)

Cover Letter Sample to Request a Position

Jennifer Tilly
2150 Orange Grove
New York, NY 55555
(555) 555-5555
February 20, 2005

Mr. John Smythe
Director

Icon Management
5854 Tombon Road
New York, NY 55555

Dear Mr. Smythe

I am submitting this letter in interest of the position of Director of Nursing Services.

Please accept a copy of my enclosed résumé for your review. I am familiar with the important role your Center plays within the community, and I believe that my combination of Nursing and practical experience will bring a very significant contribution to the Center.

In my current role as lead Nurse, I am responsible for coordinating a very busy midnight shift. This has fine-tuned my administrative skill-set, as well as my leadership skills in nursing. I am a team player with intuitive leadership ability, and I have mastered working in a high-pressure, team environment.

I would appreciate the opportunity to discuss my potential contributions to your company with you. Please contact me at your earliest convenience, at (555) 555-5555.

I look forward to your reply.

Sincerely,
Enclosure (this is your resume).

Chapter 22 – Basic Cover Letter Template Example



A cover letter template allows you to simply fill in the blanks. You might want to do this until you feel entirely confident designing your own. The sample given is just one appropriate way to write a good cover letter.

- Your full name
- Your full mailing address
- Your City, state, and zip
- Your Telephone number(s)
- Your Email address

- Today's date
- Your addressee's full name
- Their professional title
- The Organization name
- Their mailing address

Their City, state and zip

Dear Mr. (full name here) or Ms. (full name here):

Open your letter with something that will command attention—a statement that establishes you to your reader. Briefly state which job or position you are applying for.

The secondary section of your letter should be highly relevant to the position applied for. Offer one or two (brief) paragraphs that point to why you are the best one for the job. Do NOT simply summarize your résumé. Use any impressive statistics in these paragraphs; employers like to see results!

Your closing paragraph is critical to your success! You need to initiate action! Explain what action you will take, such as “I will call you at _____ to arrange an interview.” If you do not want to be so forward, end with “I look forward to your reply.” If you leave the calling in their hands, always state “Please contact me to set up a good time for an interview.” Make sure they have your correct contact information at hand.

Always finish your letter with:

“Sincerely yours”, “Yours truly”, or something similar

Your signature written by hand

Your name (typewritten)

Enclosure (you can type in “résumé” after Enclosure, or leave blank).

Chapter 23 – Conclusion

Now that you have mastered the art of résumé and cover letter writing, it is time to become a seasoned job-hunter.

Every day, 32 million people will leave their homes for a job they absolutely hate. Negative feelings will overflow into many aspects of their lives, including their family, their friends and other free-time activities.

These people might not know how to change. They could be afraid of leaving the security of a weekly paycheck behind, or they might just feel stuck in a dead-end job.

Whatever the reason, there is a better way to live. You have to want more and want better, and then you will be able to move on. There will always be risks involved in anything you do, but without risk in life, it is not nearly as interesting.

Change is not always easy, but we all deserve change if it's what we need to live a better life. Having a purpose in our lives can be the one driving force that adds dimension to our days. Finding that meaningful purpose through your work or career is what life is all about!

Take your passion for life and transform it into your career. Live your dreams now while you still can! The success you find in your job, your career and your life can be so much more than just something you wish for, it can be your truth and your reality. It is up to YOU!

Appendix A – Recommended Books for Reading

The 22 Immutable Laws of Branding

Author: Laura Ries

Publisher: HarperCollins Publishers

Date: September 17, 2002

Guerrilla Marketing for Consultants

Author: Jay Conrad Levinson

Publisher: Wiley

Date: October 8, 2004

Your Company Sucks

Author: Mark Stevens

Publisher: BenBella Books

Date: August 1, 2011

Positioning

Authors: Al Ries and Jack Trout

Publisher: McGraw-Hill

Date: December 13, 2000

Jack: Straight from the Gut

Authors: Jack Welch, and Mike Barnicle

Publisher: Warner Books

Date: August 28, 2005

Winning

Authors: Jack and Suzy Welch

Publisher: Collins

Date: April 5, 2005

Breakthrough Business Development

Authors: Duncan MacPherson and David Miller

Publisher: John Wiley & Sons

Date: September 01, 2007

Who Moved My Cheese?

Authors: Spencer Johnson and Kenneth H. Blanchard

Publisher: Vermilion

Date: February 7, 2002

Speed Wealth

Author: T. Harv Eker

Publisher: Peak Potentials Training

Date: 2001

Money Book for the Young, Fabulous and Broke

Author: Suze Orman

Publisher: Riverhead (TRD)

Date: March 27, 2007

Think and Grow Rich

Author: Napoleon Hill

Publisher: Ballantine Books

Date: May 12 1987

E-Myth Mastery

Author: Michael E. Gerber

Publisher: Harper Business

Date: December 28, 2004

Don't Sweat the Small Stuff

Author: Richard Carlson

Publisher: Hyperion

Date: January 1, 1997

Networking is a Contact Sport

Author: Joe Sweeney

Publisher: Ben Bella Books

Date: October 5, 2010

Reinvention

Author: Brian Tracy

Publisher: AMACOM

Date: January 5, 2009

The Alchemist

Author: Paulo Coelho

Publisher: HarperCollins

Date: May 1, 1993

Trump Never Gives Up

Author: Donald J. Trump

Publisher: John Wiley & Sons Inc.

Date: January 18, 2008

Create Your Own Future

Author: Brian Tracy

Publisher: Wiley

Date: April 5, 2005

Idea Man: A Memoir by the Cofounder of Microsoft

Author: Paul Allen

Publisher: Portfolio Hardcover

Date: April 19, 2011

Change Your Thinking, Change Your Life

Author: Brian Tracy

Publisher: John Wiley & Sons Canada, Ltd.

Date: August 7, 2003

The 7 Habits of Highly Effective People

Author: Stephen R. Covey

Publisher: Free Press

Date: September 15, 1990

A Book of Miracles

Author: Ben Hecht

Publisher: The Sun Dial Press

Date: 1941

Become a Better You

Author: Joel Osteen

Publisher: Free Press

Date: October 15, 2007

Your Best Life Now

Author: Joel Osteen

Publisher: Warner Faith

Date: October 12, 2004

Awaken the Giant Within

Authors: Anthony Robbins and Frederick L. Covan

Publisher: Free Press

Date: November 1, 1992

Unlimited Power

Author: Anthony Robbins

Publisher: Free Press

Date: December, 22 1997

The Dream Book: Symbols for Self-Understanding

Author: Betty Bethards

Publisher: New Century Publications

Date: June 2001

Get the Life You Want

Author: Richard Bandler

Publisher: HCI

Date: August 15, 2008

Million Dollar Habits

Author: Robert J. Ringer

Publisher: Fawcett

Date: November 28, 1990

Seeds of Greatness

Author: Denis Waitley

Publisher: Pocket

Date: July 1, 1988

Success Built to Last

Authors: Jerry Porras, Mark Thompson, and John McCain

Publisher: Wharton School Publishing

Date: September 12, 2006

Tuesdays with Morrie

Author: Mitch Albom

Publisher: Time Warner Paperbacks

Date: July 24, 2003

The Magic of Thinking Big

Author: David J. Schwartz

Publisher: Fireside

Date: April 2, 1987

The Power of Charm

Authors: Brian Tracy and Ron Arden

Publisher: AMACOM

Date: March 1, 2006

Hug Your Customers

Author: Jack Mitchell

Publisher: Hyperion

Date: June 11, 2003

Multiple Streams of Income

Author: Robert G. Allen

Publisher: John Wiley & Sons, Inc.

Date: March 17, 2000

The E-Myth Revisited

Author: Michael E. Gerber

Publisher: Harper Collins

Date: March 3, 1995

Crunch Point

Author: Brian Tracy

Publisher: AMACOM/American Management Association

Date: September 22, 2006

The Power of Positive Thinking

Author: Norman Vincent Peale

Publisher: Ballantine Books

Date: August 27, 1996

The Success Principles

Authors: Jack Canfield and Janet Switzer

Publisher: Collins

Date: January 1, 2007

Goals!

Author: Brian Tracy

Publisher: Berrett-Koehler Publishers

Date: March 2003

The Amazing Results of Positive Thinking

Author: Norman Vincent Peale

Publisher: Fireside

Date: March 12, 2003

In Search of Excellence

Authors: Tom Peters and Robert H. Waterman Jr.

Publisher: Profile Business

Date: April 15, 2004

Appendix B – NetSoft’s Events

Annual Gathering



Annual Gathering



Beach Day



Beach Day



Beach Day



Firewalking



Firewalking



Firewalking



Firewalking



Firewalking



Firewalking



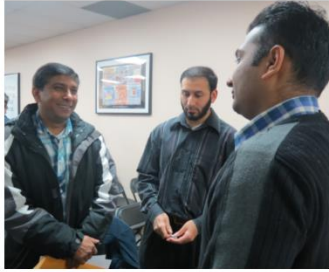
Firewalking



Luncheon



Luncheon



Open House



Open House



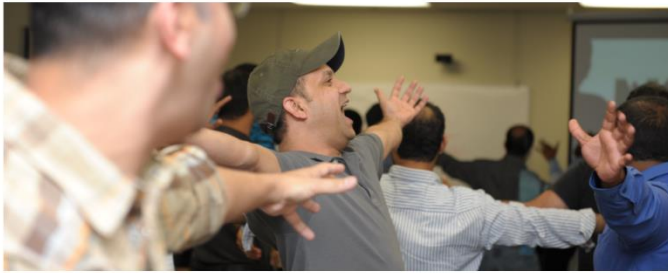
Personal Development



Personal Development



Personal Development



Personal Development



Skydiving



Skydiving



Skydiving



Skydiving



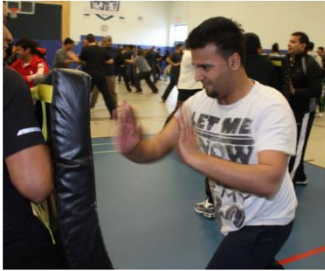
Skydiving



Skydiving



The Awakening



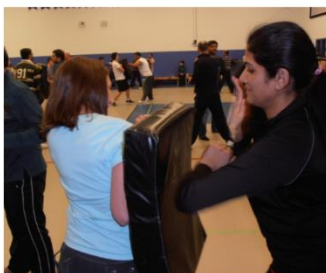
The Awakening



The Awakening



The Awakening



Appendix C – Testimonials

Vikram Singh Romana



“The instructors at NetSoft are fully certified and always willing to help the students. I wish I had joined NetSoft sooner.”

Saad Khan



“NetSoft really helped me achieve my goals and made me realize that hard work pays off. My family is so proud of me. Thank you, NetSoft.”

Aziz Ahmed



“Courses at NetSoft are always fun, innovative and interactive. From the instructors to the course material, there is never a disappointment or a dull moment.”

Harveen Singh



“Knowledge gained from NetSoft’s courses can be applied to all areas of life. My experience at NetSoft has made me realize the importance of education and personal development.”

Aamir Abdullah Ghanison



“NetSoft is a wonderful institution with great facilities and excellent instructors, which make a huge difference to the overall learning experience.”

Muhammad Sarshar Roshan



“My instructor at NetSoft was very enthusiastic. He involved the class through discussions, and was extremely detailed and thorough. Overall, the course was exceptional.”

Sajid Hamid



“NetSoft is the embodiment of an outstanding IT institution. All the instructors care about the students and want them to succeed. It’s absolutely terrific.”

Ahmad Masood



“NetSoft has given me direction in my career and my life, and I am optimistic about the future.”

Qasim Umer



“The instructors are excellent. They actually care about you, and want to see you succeed both inside and outside of the classroom.”

Fatima Zargham



“If I had to take another course, I would definitely choose NetSoft again! A phenomenal institution.”

Shumaila Saeed



“For my circumstances to change, I must change — and things sure did change for me, all thanks to NetSoft’s outstanding instructors and facilities.”

Armend Mucaj



“NetSoft instructors’ philosophy behind education and learning is very inspiring and motivating.”

Renwil S. Causing



“The instructors at NetSoft encourage each student to reach their full potential.”

Bhaskar Dhawan



“The environment at NetSoft is one you have to experience. All the instructors are positive and supportive, and they really want students to succeed in life.”

Adrian Hetmanski



“The subject was entirely new to me. All the topics, modules and labs were helpful, and the knowledge I acquired will definitely help me perform better in my work.”

Aryan Sultani



“There wasn’t a single boring moment during the course — the instructors kept students’ full attention at all times. Simply excellent.”

Fahad Syed



“The instructors at NetSoft do not sugarcoat anything; they share their real-world experiences, guide students, and want them to win and succeed in life.”

Abidullah Mohsen



“It doesn’t get better than NetSoft. My instructor’s sense of humour and exceptional industry experience was simply priceless.”