



Chapter 13
Lecture Slides

Preparing Résumés and Application Letters

Business Communication, 15e
Lehman and DuFrene

Why should you spend extra time and effort on your résumé?

Because your résumé . . .

1. Gets you the job
2. Is more important than a cover letter or portfolio
3. “Gets your foot in the door” for an interview
4. Provides employers with all they need to know



Process of Applying for a Job

Step 1

Conduct research; analyze self, career, and job

Step 2

Identify job listing using traditional and electronic sources

Step 3

Prepare targeted résumé and application message in required formats

Step 4

Consider supplementing résumé:
Portfolio (print/electronic) or video recording

Step 5

Interview with company

Résumé Presentation and Delivery Options

Print (Designed)

- Mailing to company accompanied by application letter
- Mailed follow-up to electronic submission

Scannable

Print résumé formatted for computer scanning

Electronic Postings

- Email to network contacts, career and corporate sites, and career service centers
- Online form
- Electronic portfolio at personal website
- Beamer to PDA or cell phone

Sources for Identifying Career Opportunities

Traditional Sources

- Printed sources
- Networking
- Career service center
- Employers' offices
- Employment agencies
- Professional organizations

Electronic Sources

- Career guidance information
- Job listings
- Company web pages
- Résumé posting services

Using Electronic Sources

- Use career sites to learn about _____ of job search
- Use corporate sites to learn about the _____
- Find out what _____ a company is seeking
- Network _____ with potential employers

RÉSUMÉ

Identification

Career Objective

Career Summary

Qualifications

Personal Information

References

Preparing a Print (Designed) Résumé

- Develop appealing format that _____
- Format for quick, _____ reading
- Create an appealing _____
- Consider adding a statement of your _____ and _____

Preparing a Scannable Résumé

- Use popular, nondecorative typefaces
- Use 10- to 14-point font
- Do not include italics, underlining, open bullets, or graphic lines/boxes
- Use ample white space
- Print on one side of white, standard-size paper
- Do not fold or staple

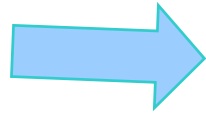


Making a Résumé Search Friendly

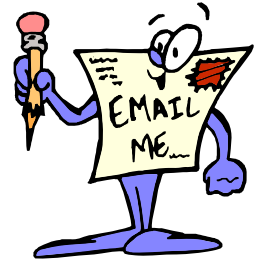
- Place name as first item on every page
- Add powerful keywords in separate section
 - Capitalize first letter of each keyword
 - Begin with most important, work in reverse
 - Use only 80 keywords
- Support keywords in résumé body

Types of Electronic Submissions

Most common method



Email résumé to job bank or networking contact



Beaming a quick résumé version to a PDA or digital phone



Complete online or download form from job bank, corporate website, or career services center to be returned by email, fax, or mail



Electronic portfolio on your own personal home page



Preparing Electronic Postings

- Remember postings are not _____
- Prepare professional submission that _____ precisely
- Send résumé in requested format:
 - _____ - résumé — text résumé pasted below email cover message
 - Text résumé — ASCII or RTF format that removes _____
 - Attachment saved as word processing file
- Include _____ summary after identification section

Supplementing a Résumé

A professional portfolio . . .

- Illustrates past activities, projects, and accomplishments
- Can be easier to organize and transport if presented digitally
- Must show clear understanding of audience's needs and your qualifications

Preparing Effective Application Messages



- Use _____ letter strategy to sell your qualifications
- Use _____ statements
- Use concise, on-target language _____ to employer's needs
- Use appropriate tone that avoids insincere _____, false _____, or _____ statements
- Focus on strengths and portray a _____ attitude