

Communication Audit: Targeted Resumes

Name: _____ Topic: _____ Rater: _____

A. Layout & Design Impact:	Document appearance affects reader judgment
1. Present your name alone on top line in 20+ pt san-serif font for fast, easy ID reference.....	0 1 2
2. Write 1-line objective using "Position as..." plus their job description title to increase hits....	0 1 2
3. Use a san-serif font (10-11 pts) in body to reduce drag on eyes & increase reading speed.....	0 1 2
4. Use only one or two fonts to eliminate the visual distractions multiple fonts create.....	0 1 2
5. Reduce default margins to 1/2" - 5/8" to create extra space for bullet statements.....	0 1 2
6. Insert key word headings to identify each section of resume & help readers predict content.	0 1 2
7. Place descriptive job titles of past positions above company name & highlight in bold.....	0 1 2
8. Use bullets instead of dashes or asterisks & avoid underlining to make for an easier read...	0 1 2
9. Limit 99% of your bullet statements to one single line, which is at least 6" or longer.....	0 1 2
10. Create a visual balance between your printed text and the white space surrounding text...	0 1 2
B. Structural & Organizational Impact:	Write to the point!™
11. Plant "keywords" used in their job description in your Qualifications Summary to get hits	0 1 2
12. Create a document hierarchy by bolding & varying size of titles, headings, & sub-headings	0 1 2
13. Use bullet statements--not paragraphs--to increase human reading speed.....	0 1 2
14. Break up complex bullet statements and create two bullets if necessary.....	0 1 2
15. Write parallel ideas and content using parallel form/structure (e.g., verbs after bullets)....	0 1 2
16. Avoid repeating material within your resume or in your cover letter.....	0 1 2
C. Writing Style & Tone Impact:	Adopt a direct, lean, positive, reader-based style
17. Start each bullet statement with a different action verb in parallel tense to show activity	0 1 2 3
18. Write concise bullet statements that convey your "complete" message with fewest words	0 1 2 3
19. Create an action picture in the reader's mind with each of your bullet statements.....	0 1 2 3
20. Use language & diction that demonstrates some familiarity with target position/industry	0 1 2 3
21. Use encouraging, positive language--avoid threatening language & negative tone/phrases	0 1 2 3
22. Use standard American grammar, syntax, spelling, and punctuation.....	0 1 2 3
23. Follow the plain-language style/tone for writing.....	0 1 2 3
24. Adopt a reader-focused point-of-view that shows reader's benefits--avoiding writer P.O.V.	0 2 3 4 5
D. Content & Argument Impact:	Feature Skills, Qualifications, & Accomplishments*
25. Include email address, cellular & FAX numbers--if available --with your contact info.....	0 2 3 4 5
26. Write customized bullet statements to match their job description requirements/specs....	0 3 4 5 6
27. Highlight & summarize (total) your SQAs* across different jobs/experience in Q-Summary	0 2 3 4 5
28. List only credentials/degrees/certifications appropriate--omitting unnecessary degrees	0 2 3 4 5
29. Write bullet statements showcasing accomplishments in a project/course work section....	0 2 3 4 5
30. Write bullet statements with examples showing you made beneficial contributions to org.	0 3 4 5 6
31. Present quantified results (% , \$) in each statement to give readers a sense of scale/scope	0 2 3 4 5
32. Compare some accomplishments & achievements with a benchmark/industry standard	0 2 3 4 5
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