



## Seven Basic Principles of Resume Writing

- 1) **Keep it brief!**  
Your resume is an overview of your qualifications - not your life story. It is a "preview of coming attractions" which creates the desire to see the rest of the show. One to two pages is the standard for a resume read by the human eye, and up to three pages for a scannable resume. If your resume is more than one page, the first page must capture the reader's attention. If it fails to do so, the remaining pages will not be read.
- 2) **Focus**  
Target your job search and your resume to your specific occupational goals.
- 3) **Multiple Resumes?**  
Generally, you should concentrate first on one well-written resume that targets your immediate job search. Make sure this resume represents you well to a wide range of employers and is suitable for scanning. If you have more than one objective, additional resumes may be required.
- 4) **Visual Impact**  
A piece of sales literature has only about two seconds to attract the reader's attention. Similarly, the resume must attract the employer even before it is read. Many advertising techniques apply, including the use of white space, bullets, indentation and varied type style. Never handwrite your resume! Make sure there are no typographical, grammatical, or spelling errors. Ask someone to proof read your resume to help eliminate errors.
- 5) **Insure Integrity**  
Your resume is specifically designed to paint the best picture possible of you. It should be an honest statement of your best qualities. Your resume should hold up under scrutiny. Facts and numbers must be believable. The content of the resume should be in harmony. Dates should be consistent while experience and related activities should support your qualifications.
- 6) **Scannable Resumes**  
Many employers and employment agencies are using resume scanning systems to screen resumes. When writing any resume consider its scannability.
- 7) **Overqualified?**  
If you consistently hear that you are overqualified or are concerned that you will be perceived as such, then you have not effectively targeted your resume. When writing your resume, target it to the level of employment and to the occupation or employer.