

'FIRST CLASS' RESULTS

- using top tips from the pro's



First Class Results for Sprucing Up Your CV!

'If you are not getting interviews - it's your CV that isn't working!'

I meet so many graduates who send out the same old CV and get the same old results (nowt) and never wonder whether their CV is good enough. As soon as changes are made and they get it spruced it, it's like a magic key – it opens interview doors!! Here's some tips to help spruce yours up.

1. CONTACT DETAILS Do not put words in there which say Name, Address etc. People know what a name and address look like. Make sure your name stands out – bold font in a large font size, centered in the middle of a page. Add in that section a link to your LinkedIn URL (but make sure you customize it first). You don't want the one LI give you – they look like telephone numbers! Try and get just your name. If you don't know how to do that, ask me and I'll drop you instructions.

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2. PROFILE Don't call it a personal statement – that's what you write to get a place at university! Your profile should be 3-5 lines long and say who you are, what you do, and who you do it for. Write it in 3rd person (not using I) and make it sound really interesting – not generic like everyone else's.

3. KEY SKILLS Make this your next section. Use a table format of 3x3 so you can get 9 key skills in there. Make them specific to the job you are applying for! So it looks like you 'mirror and match' the ideal candidate. If a recruiter reads your profile and the key skills section, can they get a real sense of who you are? That is what you are aiming for.

4. 15-SECOND WOW EFFECT If you haven't grabbed the recruiter's attention in 15 seconds they are liable not to read to the end of your CV, so it has to have the 'WOW' effect. A 15-second read will be about 2/3rds of your first page. So make sure you have all your 'goodies' up in that area – not lurking on the 2nd page.

5. LENGTH Two pages – no more!! Please don't be tempted to sneak on to 3. If you can't say it in 2 you run the risk of going straight on the reject pile without even being read. Trust me, I was that HR Manager and recruitment agencies do that too.

6. BULLET POINTS Don't be tempted to write in paragraphs. A recruiter hasn't got time for all that. Make your bullet points short and snappy and have the WOW up at the front of the sentence. People invariably don't read to the end of the line, so if you've got a really good stat to show, get it up front. I.e. 'increased turnover by 100% year-on-year by improving customer service skills'. The other way that could have been written was 'improved customer service skills which in turn increased year-on-year turnover by 100%'. But do you see how the WOW ended up at the end of the sentence and may have got missed?

7. INTERESTS/HOBBIES Don't be tempted to miss these out – they say a lot about you. If I told you that my hobbies were reading, chess and playing computer games would you have a different impression of me than if I'd put sky-diving, white-water rafting and rock-climbing? I'm not saying one is boring and one is more exciting, but if I wanted someone for a position that wasn't in to taking risks, which one would you choose?

Want more top tips – then grab my ebook: graduatecareerdoctor.com/25-top-tips-for-writing-cvs/

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