



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



RESUME

A good resume can get you an edge over your competitors

Not all applicants have great software skills to produce a unique professional resume

Resumes tell the employer about your experiences ,skills and work history

a resume is a vital tool in a job search since it provides you with a page or two to highlight your best and most relevant abilities and attributes

resumes tell the employer abuout your experiences skills and work histroy

career goals
professional title
resume objectives
skills

provide a brief summary of your professional profile highlighting your skill exprience and careercv goals

the first word of your professional introduction should include your name job title and employer

essentially consumers read review because they trust reviews

people read reviews to guide them in their decision making process

online customer reviews are very important in terms of building trust and credibility your brand



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?