



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?

Intermize
their
qualification


Communicates
our
qualification
and our brand

Resume
accompanied
by cover letter



Draws
attention
of
employer

Differentiate
ourselves from
other
candidates

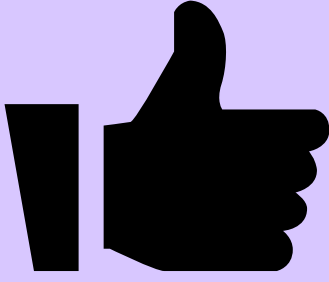


Strategy to
get
placement



Resume

Realistic
resume
chance of
getting
selected



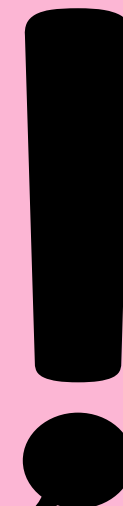
Eye catching

Resume is
essential
for good
job

Know
about
ourselves
better

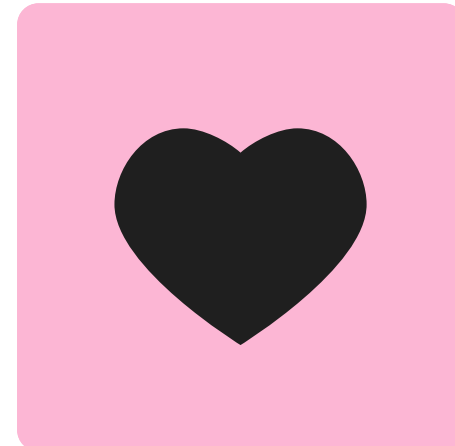
Informative

Unique



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?