

Quick Tip CHECKLIST

(With page numbers where you can find more info in the included "Guide to Landing the Job")

#1. CREATE AN UNFORGETTABLE RESUME

- ☐ Focus your resume around your target job /6
- ☐ Include keywords from the job posting(s) to prove you're a great match /10
- ☐ Figure out what's important to the employer /13
- ☐ Demonstrate how you can provide value based on what the employer values /16
- ☐ Create bullets based on your achievements, not just your duties /19
- ☐ Quantify those achievement-based bullets with numbers /23
- ☐ Start your bullets with a Success Verb /27
- ☐ Make sure your formatting is consistent (fonts, bullets, periods, etc.) /32
- ☐ Shorten your LinkedIn URL /32
- ☐ Use past and present tense correctly /33
- ☐ Avoid third person /33
- ☐ Prioritize your information /33
- ☐ PROOFREAD your resume!! /33
- ☐ Make sure your email address is professional /33
- ☐ Include your location: just city and state is best /33
- ☐ Create a killer Professional Profile, since it gets read first /34
- ☐ Put your job title first, not the company name /37

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#2. ENSURE IT ACTUALLY GETS SEEN

- ☐ Apply to jobs you are at least an 80% match for /41
- ☐ Include keywords from the job posting so your resume actually gets chosen /10
- ☐ Apply using less popular job sites to maximize your chances of standing out /41
- ☐ If you apply using Indeed, use your own uploaded resume, not their version /42
- ☐ Fill out every single field of the job application /42
- ☐ When you upload to job postings, make sure the resume they spit back at you is correct, or copy/paste yourself from your Word/Pages file /42
- ☐ Upload to job postings as a PDF file, NOT a Word/Pages file /42
- ☐ Create a unique cover letter to entice the reader to read your resume /43
- ☐ Spend HALF your time networking! Get referred to the job by someone you know, or connect with an actual person at the company /47