# How is The Employer Thinking?

* You have a very short amount of time to grab the employer’s attention
* You have to make them believe that you really want to work for them and not applying for 100 jobs at the same time.
* The CV is not about you and your features, it is about how the employer going to benefit from those features. “Commercially, in terms of profits”
* When listing your features, always ask yourself after every feature “So What?”.   
  The answer to it should explain what the employer needs to know about you.