



LaunchToLead

# The Impact Bullet Builder™

Starter Guide

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The exact formula I used to land my first engineering role at a Fortune 100 company — and my clients have used to land jobs at Google, SpaceX, GE, Ford, and more.



**Mansour Manci**

Career Coach & Founder, LaunchToLead  
4 Promotions · 7 Years at a Fortune 100

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[LaunchToLead.io](http://LaunchToLead.io)

01 THE PROBLEM

# Your Resume Is Invisible

And it's costing you more than you think.

THE REAL COST OF A BAD RESUME

**\$6,700**

lost per month you're stuck job hunting

**3 mo**

\$20,000 lost

**6 mo**

\$40,000 lost

**12 mo**

\$80,000 lost

**250+**

Average applications sent by  
engineering grads

**6 sec**

Time a hiring manager spends on your  
resume

**75%**

Auto-rejected by ATS before a human  
sees it

**You're not getting rejected. You're getting filtered out before a human ever sees your resume.**

Think of your resume as a highlight reel, not a job description. Its only job is to make them curious enough to pick up the phone. Right now, most engineering resumes list responsibilities and duties instead of **specific accomplishments worth bragging about**.

## What Most Engineers Write

These read like job descriptions, not accomplishments. Sound familiar?

- X "Developed features for web application"
- X "Improved system performance"
- X "Collaborated with team members on projects"
- X "Responsible for maintaining codebase"

**Why these fail:** These are tasks, duties, and responsibilities — things you'd find copy-pasted from a job description. Zero specificity. No numbers. No tools. No business value. A hiring manager reads this and thinks: *"So did every other applicant."*

🚫 **The #1 Resume Mistake: Listing responsibilities instead of accomplishments.**

Your resume is not a job description. It's a highlight reel of **specific, acute accomplishments** you're proud of — things you personally did that had a measurable outcome. Not duties you held over long periods of time.

### DIAGNOSTIC

## The Pyramid of Value

Where do your current bullets fall?

### Impact Standard

*"Automated tracking for 3 major programs, saving 85% time and enabling daily executive visibility"*

● GETS HIRED

VALUE

### The Achiever

 *"Maintained spreadsheets for 3 projects"*

● CONSIDERED

### The Doer

 *"Maintained spreadsheets"*

← This is a responsibility, not an accomplishment

● IGNORED

*Most engineering resumes are stuck at the bottom two tiers — listing responsibilities instead of accomplishments. This guide gets you to the top.*

0

BEFORE YOU START

## The Me-in-We Extractor™

Before applying the formula, do this 5-minute fix first.

### Find Every "We" and Replace It With What You Did

Engineers are trained to be humble. You say "we" and "the team" even when YOU did the heavy lifting. Hiring managers don't know who "we" is — they only care about what **you** specifically contributed.



#### HIDDEN BEHIND "WE"

- "**We** delivered the project on time"
- "**The team** improved system reliability"
- "**Our group** redesigned the workflow"



#### YOUR CONTRIBUTION

- "**I** led sprint planning and dependency tracking for 3 workstreams"
- "**I designed** the automated monitoring pipeline"
- "**I proposed and implemented** the new process flow"



#### The "Own Without Arrogance" Rule

Owning your contribution isn't bragging — it's clarity. You can still give credit to teammates in interviews. But on your resume, **you have 6 seconds** to prove YOUR value. "We" accomplishes nothing in that window.

👉 Action: Open your resume right now. Ctrl+F for "we," "our," "the team." Replace every one.

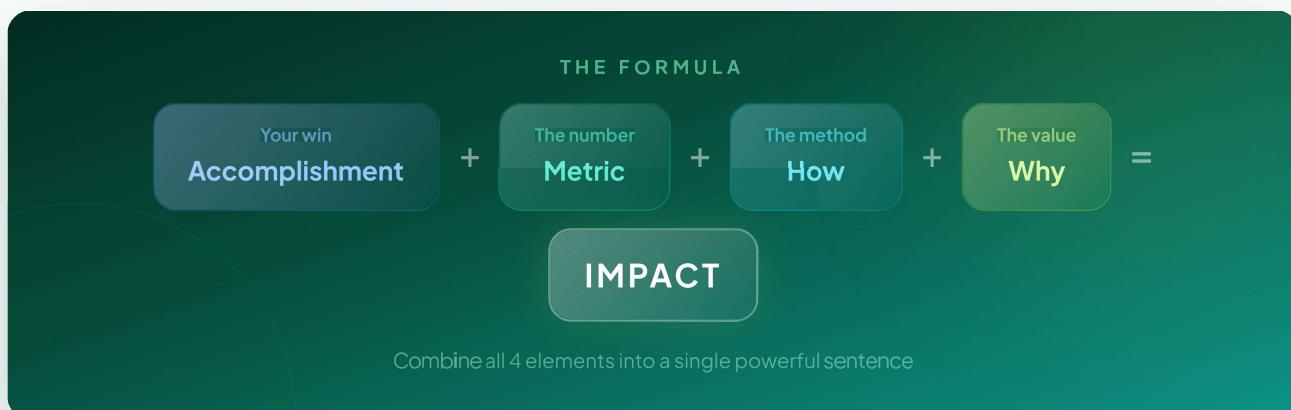
#### 5-Minute Quick Win

Just doing this one step — before anything else — typically improves a resume by 20–30%. It's the single fastest improvement you can make.

### 03 THE FORMULA

## The Impact Bullet Builder™

A 4-part formula that turns vague job duties into specific, brag-worthy accomplishments



### 1 Accomplishment YOUR SPECIFIC WIN

A **specific** thing you did — not a duty or responsibility, but an acute accomplishment you're proud of.

- "Redesigned manufacturing workflow"
- "Automated testing pipeline"
- "Led safety protocol revision"

💡 Start with a strong action verb — never "Responsible for" or "Duties included"

### 2 Metric THE NUMBER

The **quantifiable result** — prove it with data

- "Reduced cycle time by 35%"
- "Cut defect rate from 8% to 2%"
- "Saved \$120K annually"

💡 Estimates are OK — "approximately 30%" beats no number

### 3 How THE METHOD

Your **approach** — the tool, tech, or method used

- "Using Lean Six Sigma principles"
- "By implementing automated CI/CD"
- "Through cross-functional workshops"

💡 Show skills in action — don't just list them separately

### 4 Why THE VALUE

The **business impact** — why does the CEO care?

- "Enabling on-time delivery for 12 clients"
- "Supporting company's ISO certification"
- "Freeing team for higher-value projects"

💡 Think: why would the CEO care about this?

04 ADVANCED TECHNIQUE

## The Dragon Slayer

The bigger the monster you slay, the bigger the hero you become.

### X GOOD BUT GENERIC

"Reduced API latency by 60% using Redis caching"



### ✓ DRAGON SLAYER VERSION

"Reduced API latency by 60% using Redis caching **for a system experiencing SLA violations that threatened a \$200K annual client contract** — restoring compliance within 2 weeks"

### 3 Ways to Add Context to Any Bullet

1

#### Quantify the Stakes

Revenue at risk, users affected, deadline pressure, contract value

2

#### Show the Tension

Who was watching? What happens if you fail? What was the cost of inaction?

3

#### Create Contrast

The bigger the gap between problem and result, the more impressive you look

**Weak:** "The code was slow."

**Dragon Slayer:** "The code latency was threatening our SLA with a major client, risking a \$50K contract penalty and potential churn of our largest account."

**Weak:** "Assembly line had downtime issues."

**Dragon Slayer:** "Unplanned downtime on the primary assembly line was costing \$12K per hour, with 3 incidents in the previous month during peak production season."

# Impact Bullets by Discipline

See the formula in action across different engineering fields



## Mechanical Engineering

X "Worked on improving assembly line efficiency"

✓ "Redesigned conveyor belt alignment system using SolidWorks FEA analysis, reducing assembly line downtime by 40% and saving \$85K in annual maintenance costs — during a quarter when unplanned stops were costing \$12K/hour"



## Electrical Engineering

X "Designed circuit boards for new products"

✓ "Designed 4-layer PCB for IoT sensor module using Altium Designer, improving signal integrity by 25% and enabling UL certification on first submission — eliminating 8 weeks of re-testing that delayed the previous product line"



## Civil Engineering

X "Managed construction project timelines"

✓ "Led scheduling optimization for \$2.4M bridge renovation using Primavera P6, completing project 3 weeks ahead of deadline and avoiding \$45K in penalty fees while coordinating across 4 subcontractor teams"



## Software Engineering

X "Developed features for web application"

✓ "Rebuilt checkout API using Node.js and Redis caching, reducing page load time by 60% and increasing conversion rate by 12% (\$340K additional annual revenue) for a platform serving 50K+ concurrent users"



## Industrial / Quality Engineering

X "Responsible for quality control processes"

✓ "Implemented 100% cross-training program for 12-person quality team using standardized work instructions, reducing absenteeism impact by 20% and saving ~\$30K/year in temporary staffing costs"

## 06 COMMON QUESTION

# "But I Don't Have Metrics!"

You do. Here's how to find or estimate them.

## 5 Ways to Find Hidden Metrics

### 1 Ask your manager or team lead

"What was the business impact of [project]?" — They often have data you don't.

### 2 Check company dashboards & reports

Quarterly reports, Jira stats, project retrospectives, internal KPI dashboards.

### 3 Calculate time savings (see formula below ↓)

Most impactful source — works for any automation, process fix, or tool you built.

### 4 Use conservative estimates with qualifiers

"Reduced processing time by approximately 30%" — Better than no number at all.

### 5 Count scope and scale

"Served 500+ users" or "Deployed across 3 facilities" — Scale is a metric too.



## The Time Savings Calculator

The single biggest "aha moment" for engineers who think they don't have metrics.

= 625 hours/year x \$50/hr =

SAVED ANNUALLY — PUT THIS ON YOUR RESUME

## Common Metrics by Category

### Time & Efficiency

- Hours saved/week
- Cycle time reduction %
- Projects ahead of schedule

### Quality & Reliability

- Defect/error rate reduction
- Uptime/availability %
- Customer satisfaction

### Cost & Revenue

- Cost savings (\$)
- Revenue generated
- Budget managed

### Scale & Scope

- Users/customers served
- Team size managed
- Systems/facilities impacted

07 **QUALITY CHECK**

## The BS Meter™ Checklist

Run every bullet through this 5–point test. If it fails any, rewrite it.

INVISIBLE

GETTING THERE

IMPACT STANDARD

0

3

5



### Does it contain at least ONE number?

Percentages, dollar amounts, time saved, users served, team size — any number proves you were paying attention.



### Could a stranger tell what **you** did?

Not "the team" or "we" — what YOU specifically contributed. If they can't tell, neither can a hiring manager.



### Does it name the tool, method, or technology?

Show skills in action — "using Python," "via Lean Six Sigma," "with SolidWorks." Don't just list skills separately.



### Could someone explain why this mattered to the business?

If a VP reads it, will they think "that saved us money" or "that moved the needle"? Results the business cares about.



### Is it one sentence (not a paragraph)?

You have 6 seconds. One powerful sentence beats three mediocre ones. Cut the filler.



### The Read-Aloud Test

Read your bullet out loud. If it sounds like it could be copy-pasted from a *job description*, it fails. If it sounds like a duty you held over a long period of time instead of a specific accomplishment you achieved, rewrite it. A hiring manager who reads hundreds of resumes can spot the difference between a responsibility and an accomplishment instantly.

**0-2**

Invisible

Complete rewrite needed

**3-4**

Getting There

Add the missing element

**5/5**

Impact Standard ✓

Ready to send

## 08 FULL TRANSFORMATION

# From Invisible to Irresistible

Watch the formula transform a real resume bullet step by step

### BEFORE

GENERIC · VAGUE · FORGETTABLE

*"Developed features for web application and improved system performance. Collaborated with team members to maintain codebase."*



BS Meter: 0/5 — describes every engineer ever

### AFTER

SPECIFIC · MEASURABLE · COMPELLING

*"Rebuilt checkout API using Node.js and Redis caching, reducing page load time by 60% and increasing conversion rate by 12% (\$340K additional annual revenue) for a platform serving 50K+ concurrent users."*

ACCOMPLISHMENT ✓  
Rebuilt checkout API

METRIC ✓  
60% faster, +12% conversion

HOW ✓  
Node.js + Redis caching

WHY ✓  
\$340K revenue, 50K users

### THE RESULT

2% → 40%+  
response rate      callback rate



*"I went from feeling insecure to walking into interviews very well prepared, very confident, and clear about my value."*

Karen B.

SpaceX, Google, GE interviews



*"There is a 0% chance I would have broken into my current role without you."*

J

Jonah B.

Mech to Software Engineer



*"Same experience. Completely different outcome. We didn't change what she did — just how she said it."*

S

Sarah K.

\$106K at Ford Motor Company

# Your Bullets = Interview Answers

Every impact bullet you write is a compressed STAR story waiting to expand

## YOUR RESUME BULLET

"Redesigned conveyor belt alignment system using SolidWorks FEA analysis, reducing assembly line downtime by 40% and saving \$85K annually"

Interviewer asks: "Tell me about a time you improved a process" ↓

### S — Situation

"Our primary assembly line was experiencing 40+ hours of unplanned downtime per quarter, costing \$12K/hour..."

### T — Task

"I was tasked with diagnosing the root cause and designing a permanent fix..."

### A — Action

"I ran FEA simulations in SolidWorks, identified misalignment under thermal expansion, and redesigned the mounting brackets..."

### R — Result

"Reduced downtime by 40%, saved \$85K in the first year, and the design was adopted across 2 other production lines..."



## This Is Why Impact Bullets Matter Beyond the Resume

The engineers who get callbacks aren't always the most qualified. They're the ones who learned how to **translate their work into language that lands**. That's a skill. And it's learnable.

When you write 3–5 strong impact bullets per role, you're simultaneously building your **interview story arsenal**. Aim for 15+ stories total — that's enough to answer any behavioral question with confidence.

## ■ The 3-Tier Impact Ladder — Make Every Story Stronger

3

"I solved it, automated it, AND trained the team on it"

Future leader. Force multiplier. **This is what gets offers.**

2

"I solved it AND automated it so it won't happen again"

Efficiency thinker. Above average.

1

"I solved the problem"

Competent worker. Table stakes.

Push every bullet and story as high up the ladder as the truth allows.

BONUS SPEED SYSTEM

# The 4-Minute Tailored Bullet System™

How to customize your resume for every job posting in under 4 minutes

**Why this matters:** 75% of applications are auto-rejected by ATS (applicant tracking systems) because the resume doesn't match the job posting's keywords. A generic resume — even with great impact bullets — still gets filtered. This system fixes that.

## 1 Scan Keywords MINUTE 1

Read the job posting. Highlight the 5–8 most important skills, tools, and competencies they mention. These are what the ATS is looking for.

## 2 Swap Top Bullets MINUTE 2

Reorder your bullets so the most relevant ones (matching their keywords) appear first under each role. First 2 bullets get 80% of the attention.

## 3 Vocabulary Injection MINUTE 3

Mirror their exact language in your bullets. They say "cross-functional collaboration"? Use that phrase, not "worked with other teams." Same meaning — their words.

## 4 Export & Apply MINUTE 4

Save as PDF. Apply. Move on. Don't spend 45 minutes customizing — targeted applications at 10–20% response rate beat spray-and-pray at 2–5%.

## 10-20% vs. 2-5%

Targeted applications vs. spray-and-pray response rates



### Bonus Tip: Application Timing Matters

#### Day 0-2

● Green Zone — 3x higher interview rate

#### Day 3-7

● Yellow Zone — Still worth applying

#### Day 14+

● Dead Zone — Position likely filled

# Transform Your Resume Right Now

Pick your weakest bullet. Apply the formula. Turn a vague responsibility into a specific accomplishment.

**⚠ Remember:** You're not listing tasks, duties, or job responsibilities. Each bullet should be a **specific, acute accomplishment** — something you personally achieved with a clear, measurable outcome. If it reads like a job description, rewrite it.

## Your Original Bullet:

*Write your current bullet here...*

### 1. Accomplishment — What specific thing did you achieve?

*Example: "Redesigned API architecture" (not "Responsible for API maintenance")*

### 2. Metric — What was the result?

*Example: "Reduced response time by 60%"*

### 3. How — What method/tech?

*Example: "Using GraphQL and Redis caching"*

### 4. Why — Business impact?

*Example: "Supporting 50K+ concurrent users"*

## 🐉 Dragon Slayer Context — What were the stakes?

*Example: "System was violating SLAs, risking a \$200K client contract"*

## 🌟 Your New Impact Bullet:

*Combine all parts into one powerful sentence...*

### Quick BS Meter Check:

Number?

"I" not "We"?

Names tech?

Business value?

One sentence?

**💡 Pro Tip:** Repeat this for every bullet on your resume. Aim for 3–5 impact bullets per role. That gives you 15+ interview stories automatically.

# This Was Just the Foundation

You now know HOW to write better bullets. But here's what separates engineers who get callbacks from those who don't...

## Still Struggling With:

- X Not knowing which companies are actually hiring in your field?
- X Bombing interviews because you can't tell your story under pressure?
- X Getting ghosted after "great" final rounds?
- X Feeling like an imposter compared to other candidates?

## The Full 21-Day Engineering Career Launch Blueprint™

- ✓ **3 x 90-Minute 1-on-1 Coaching Sessions**  
Resume rebuild, interview weaponization, and live mock interview
- ✓ **52 Proprietary Methods & Frameworks**  
Including the full Impact Bullet Builder™, Master Story Vault™, and more
- ✓ **40+ Bonus Materials**  
Templates, scripts, checklists, and guides delivered throughout the program
- ✓ **Email Support Between Sessions**  
Personalized feedback and accountability throughout your 21-day journey

### The Launch Blueprint Guarantee™

Complete all 3 sessions and do the homework. If you don't walk away with a transformed resume, 15+ STAR examples, and 10x more confidence—I keep working with you at no extra charge.

## See The Full Blueprint

Free strategy call — no pressure, no obligation



**Mansour Manci**

I'm not HR. I'm not a recruiter. I'm an engineer who figured out the system.