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**WRITING AN ACCOMPLISHMENT DRIVEN RÉSUMÉ;**

**By Heather Eagar, CPRW**

**WRITING AN ACCOMPLISHMENT DRIVEN RÉSUMÉ by Heather Eagar, CPRW**

In the midst of hundreds, if not thousands, of résumés recruiters and employers receive for any given position, your résumé needs to stand out from the crowd. You must make the Hiring Manager want to read your résumé more thoroughly than just the rudimentary 10–20 seconds the vast majority of your competition will warrant. The way to do this is by designing an accomplishment driven résumé.

What makes a résumé that is focused on achievements so effective? Most job seekers tend to list their responsibilities of their past and current positions. While this may be important, it should not necessarily be the focus of your document. The higher level the position you are seeking, the more crucial the accomplishment aspect of your résumé. You need to provide proof of the results you were able to achieve with the implication that you can bring the same, if not better, results to your future employer.

Say for instance, you are a CPA. Your current résumé states things such as "Control accounting activities", and "Invest and manage cash activities". What does that really say about your abilities? How does that differentiate you from all of the other CPAs out there applying for the same job as you? It doesn't. You need to show the potential employers what you can bring to their organization. Now is the time to brag. How have you improved a company's bottom line? Have you spearheaded any projects that resulted in increased revenue, company savings, or employee morale? That's the kind of information that Hiring Managers seek out amongst the résumé clutter.

Your résumé is your own personal sales pitch. Keywords are an integral part of that pitch. While you are describing your accomplishments, be sure to use powerful keywords to signify the importance and magnitude of those feats. It is not the time to be modest. Use strong action verbs that really drive home what you're trying to say. Use industry terms, where appropriate, if you are seeking a job similar to your current position. The company will understand this terminology and be relieved to know that you are competent enough to comprehend them as well.

Another significant part of an accomplishment driven résumé is the format. Do not clump your achievements and responsibilities together. You can write an overview of your responsibilities in a

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paragraph and then highlight your accomplishments with bullets. You don't want to have everything in a paragraph, and likewise, not everything in a bullet format. You must draw the reader's eye to the important parts that you really want to sell. If everything looks the same, nothing will stand out.

Using these techniques, you are on your way to writing an accomplishment driven, extremely effective résumé. Your potential employers will not only see what you have achieved in the past, but what you could offer them in the future.

by Heather Eagar, CPRW – Founder and President of Professional Approach, which offers expert résumé and cover letter writing, résumé posting and distribution, and interview training for all career

levels. Free résumé critique. Your satisfaction is guaranteed! Member of Professional Association of Résumé Writers and Career Coaches and Career Masters Institute. [www.professionalapproach.com](http://www.professionalapproach.com).

### **How to Write Words Worth a Thousand Pictures**

**By Glenn White**

Our Image–Driven Society

We live in a new image–driven society. It can be hard on writers unless they learn to connect with today's readers. Writing that connects is easy when you keep a few basic writing principles in mind. Let's face it, as a writer, you are competing with the greatest influence in our image–driven society, the film and television industry. So, let's take three well–known words in film making as cues for effective writing. Ready? Lights! Camera! Action!

Lights!

Catch the reader's attention. You catch your reader's attention when you know who they are and what holds their interest. Yes, write what you know but also write for who you know. For example, avoid using abstract words and concepts when writing for children. Kids won't understand and you won't grab their attention.

The effective writer writes about what interests the reader using words the reader relates to and understands. When you write fiction or even creative non–fiction; develop catchy titles, contemporary themes, strong heroes, good plots, intense conflict, and create interesting characters. When you do, lights go on for your reader.

Camera!

Describe, describe, describe! Use specific, concrete, and concise words. Write to describe but avoid using too many adjectives. Mark Twain said: "When you catch an adjective, kill it." Strong words from Mr. Twain but when you cut out adjectives and use descriptive nouns, your writing comes to life. Instead of writing "big, beautiful house," try writing "mansion," "villa," "castle," "palace," or "chateau."

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Use a thesaurus and find image–driven nouns to replace superfluous adjectives. Sorry, I couldn't find a noun to replace "superfluous adjectives." But you get the idea.

The contemporary writing advice, "show don't tell," echoes in the ears of most writers. And for good reasons. The writer must "show" readers rather than "tell" to grab their image–driven attention. For example, use vivid detail instead of vague generalizations when describing emotions. Write, "sweat dripped from his forehead," not "he was nervous." Let the images come alive in your story.

Action!

Use action verbs, avoid "to be" verbs. Put your reader in the middle of the action in your story. Describe the action with the senses of sight, sound, smell, taste, and feel by using action verbs. Use moving images and carry your reader along, don't let your story become a study in still–life. Don't sprinkle your story on your readers; dunk `em in over their heads! Go ahead, get `em soaking wet with the action in your story. They will love you for it.

Lights! Camera! Action! will connect your story with your readers. Go ahead, give `em pictures they'll never forget!

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Glenn White is a freelance writer, editor and content manager at his web site for Inspirational and Christian writers at:

How to Write Words Worth a Thousand Pictures  
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