

## Professional

- Accurate and well-written job descriptions; clear and concise; not copied and pasted
- Formatting is consistent
- Professional email address and current contact information
- Free of obvious grammar, punctuation, capitalization, and spelling errors
- Summary of qualifications highlights customer's skills, experience, and strengths
- Up-to-date, includes information about education, certification, and licenses
- An employer, recruiter, or staffing specialist would contact this person

## Makes Sense

- An employer running a job match easily understands why a candidate matches the job.
- Reader quickly grasps the overall picture of the person's experience, skills, and employment objective.
- Occupations listed on the customer's profile accurately reflect the person's experience and interests.
- The amount of work experience and skills entered on the application are the same as the ones on the matching elements; if not, it's explained in the Summary.
- Summary explains conflicting or missing information, such as a discrepancy between Work History and Occupational Experience.
- Objective, if used, indicates interest in the type of work for which the customer is applying.
- Age and years of experience don't conflict.
- Criteria used to match, such as a second language, occupation, or software skill, is reflected on the resume.

## Quality Application Myths

**MYTHS:** You must not list more than 10 years of work experience. Every job a customer has ever had must be listed either in the Work History, Summary, or both.

**TRUTH:** Every customer is different and has different needs/wants. Some customers may only be interested in certain occupations; others may think listing all of their experience gives away age or other indicators that can affect their ability to land a job. Some may want to list everything. Do what makes sense for each customer. That is the only rule.

**MYTH:** You must not list short-term jobs.

**TRUTH:** It depends on what the customer wants and needs. That is the only rule.

**MYTH:** The Objective must match the exact job title of the job to which you are referring the customer.

**TRUTH:** The Objective can list more than one occupation or interest, and it doesn't have to exactly match the job posting job title as long as it's in a related field. Really, the Objective should state what the job seeker can do for the employer.

**MYTH:** There must be an Objective.

**TRUTH:** A well-written Summary does a better job of describing a job seeker's skills, experience, and strengths. Why not use both?

**MYTH:** You must repeat the exact number of years of Occupational Experience and the entire Work History in the Summary.

**TRUTH:** It's not required, and you're wasting the Summary on something that's already obvious. Use the Summary to explain anything unusual or a discrepancy. Then, use it to summarize the job seeker's qualifications. Don't forget to add accomplishments or strengths that might appeal to employers.

**MYTH:** You can't add an Occupation if it isn't in the Work History.

**TRUTH:** Of course you can. If a customer is interested in working in an occupation for which she has no experience, add the Occupation Experience with no years or months entered, and put a statement explaining the interest in the Summary. EX: *"Interested in using my degree in Criminal Justice to secure a job as a Correctional Officer."*