

Part Three

Your Personal Marketing Plan

Create Your Personal Resumé

There are two kinds of resumé: chronological and functional. Those are two big words for two simple ideas.

The chronological resumé is most common. It simply lists and highlights your work experience, education, and personal information like hobbies and references. And it does it in date (or chronological) order.

The functional resumé is used when your special skills and experience don't fit into the chronological pattern. You might have gained experience from volunteer work, or in unpaid experiences such as being a housewife. A functional resumé allows you to focus on those skills.

Your resumé should highlight your strongest selling features to the interviewer. You can determine those by matching your portrait of success to that of the job. It's a good idea to include club or organization memberships, unless they're controversial.

Your resumé should include your personal data (name, phone, address), your work and your educational history. Optional information includes your personal interests (things like cooking, sewing, golf, reading, model airplanes, etc.), a job or career objective and your marital status and family situation (number of children you have).

Resumé Tips

1. Keep your resumé brief, generally no longer than two pages. For most entry level jobs, one page is plenty.
2. Save all your details for the interview. A resumé is designed to help you get your foot in the door, not tell your whole life story!
3. Check and recheck your spelling, grammar and punctuation!
4. Only include a job or career objective *if* it helps the interviewer define your interests. When in doubt, LEAVE IT OUT!!
5. Your resumé should show your job related skills to the interviewer. It is your "Portrait of Success."
6. Remember your resumé reflects you and your work habits. It's a valuable sales tool--use it!