

## Chapter 20

# In a Nutshell

The goal of the *letter of application* and the *résumé* is to convince someone to offer you a job *interview*.

**Basic letter strategies.** Relate to the potential employer's needs. Show how you can fill those needs. If, in the job announcement, an employer lists several requirements, your letter should include a paragraph on each. In those paragraphs, present a convincing and memorable detail: "At Iconglow I was in charge of the group that developed the on-line Help screens. Under my direction, we analyzed what topics were needed and which screen design would be most effective."

Write in small chunks, putting the employer's keywords at the beginning of each chunk. Pay close attention to spelling and grammar—mistakes could cost you an interview.

**Basic résumé strategies.** Design your *résumé* so that key topics jump out. Include sections on

- ▶ Your objective (one brief line).
- ▶ How to contact you.
- ▶ Your education (college only).
- ▶ Your work history (most relevant jobs at the top; list job title, employer, relevant duties, and responsibilities).

Most *résumés* place the major heads at the left margin and indent the appropriate text about one inch.

**Basic interview strategies.** At the *interview*, you talk to people who have the power to offer you the job. Impress them by knowing about their company and by telling the truth—if you don't know the answer, say so.