

## STEP 3 ALTITUDE

### **Target Marketing**

Attitude + Aptitude give your career Altitude! You cannot be *anything* you want to be, but you can be *all* that God created you to be. Look again at how strengths connect with opportunities:

*As each one has received a special gift, employ it in serving one another  
as good stewards of the manifold grace of God. 1Peter 4:10*

Step 3 helps to target best opportunities for you, and to market your strengths to those opportunities. The key principle is to serve employers/customers who need most what you do and like/value best by:

#### TARGET OPPORTUNITIES

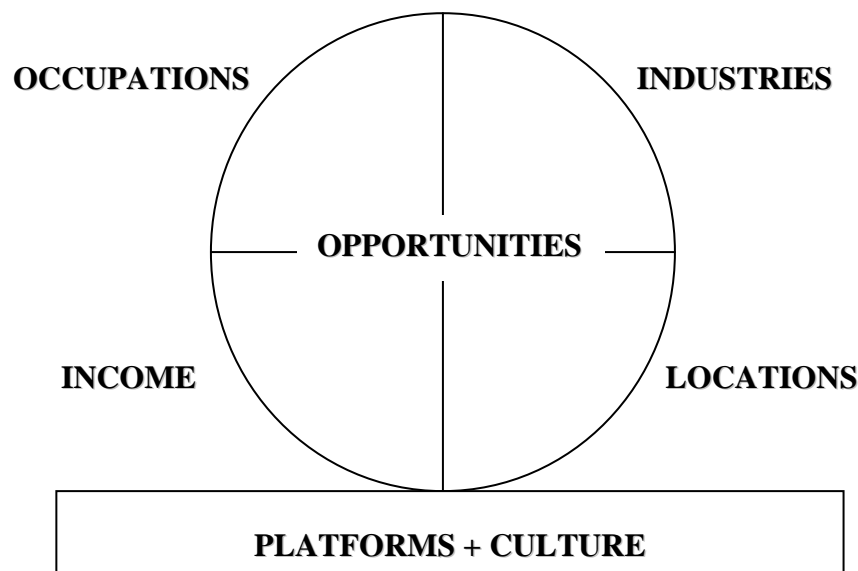
#### MARKETING YOUR STRENGTHS

#### TARGET OPPORTUNITIES

If someone were to ask you right now: “what are you looking for?” What would you say? Can you say it clearly in 15-30 seconds? Listed below are 6 targeting categories to think about, pray over and answer:

1. Occupations: Job functions or the work you do – probably what you do best and like/value most?
2. Industries: Where you work – types of employers or customers you seek to serve?
3. Location: Where you want or feel called to work and live?
4. Income: How much you earn – wages, salary, total cash compensation, benefits?
5. Platforms: Work as an employee, independent contractor, in your own business, volunteer?
6. Culture: What are the operating values important to you in an organization?

When you put these 6 targeting categories together, it looks like a sighting scope for opportunities...



## HOW TO TARGET OPPORTUNITIES

Refer to the “Summarize Your Strengths” exercise you completed on page 31. As you research the following 6 target categories, make notes on the Target Opportunities exercise on page 37.

1. **Occupations:** The work you do – the job functions you perform.

To explore possible occupations, go to O\*Net Online at <http://online.onetcenter.org/find>. Search using keywords (skills, positions, titles) from page 31, and you will get a list with most relevant occupations at the top. Click on 5 or more occupations to see details to compare your abilities, interests and work values. O\*Net is the nation’s primary source of information on 965 occupations. For the hottest occupations go to [www.careeronestop.org/ExploreCareers/Occupations/OccupationsWhatsHot.aspx](http://www.careeronestop.org/ExploreCareers/Occupations/OccupationsWhatsHot.aspx).

If you completed the CareerDIRECT® Assessment, use the online Action Plan to explore Career Group Interests in which you scored highest. It is directly connected online to O\*Net and PDF forms for comparison of your work patterns to each occupation’s characteristics.

2. **Industries:** The types of employers and customers you want to serve.

Go to the *Career Guide to Industries* online at [www.bls.gov/oco/cg](http://www.bls.gov/oco/cg), and browse 47 major industry groups listed on the left side of the webpage. Explore industries that interest you. Each industry is described in terms of working conditions, occupations in the industry, training required, advancement opportunities, earnings and benefits, and employment outlook – plus there are web links for more career information. Researched and updated by U.S. Bureau of Labor Statistics. To see hottest industries, go to [www.careeronestop.org/ExploreCareers/Industries/IndustriesWhatsHot.aspx](http://www.careeronestop.org/ExploreCareers/Industries/IndustriesWhatsHot.aspx).

3. **Locations:** Where you want to work.

You may want to target locations by city or by area within a state. If you want to work close to where you live, you may want to target by counties or ZIP codes. Two popular websites for location information are [www.BestPlaces.net](http://www.BestPlaces.net) and [www.HomeFair.com](http://www.HomeFair.com).

You may want to find cities with lower unemployment, which can mean more opportunities at higher pay; go to <http://www.bls.gov/web/laummtrk.htm>.

Find out and compare compensation and cost of living because they vary widely from area to area. Be sure to learn about lifestyle issues in each area, such as availability of recreation, quality of education, available housing, economic trends, crime rates and other areas of particular concern to you.

4. **Income:** Cash compensation and benefits.

To find out how much various jobs pay in different areas of the country, go to [www.Salary.com](http://www.Salary.com). Income may consist of wages or salary, commissions, bonuses or tips; benefits such as insurance and retirement plans; etc. See a checklist “Understanding and Negotiating the Offer” Exercise on page 74.

Know what you need in terms of compensation and benefits. If you do not have a personal budget, now is a good time to make one. See [www.crown.org/pamphlets/pdfs/BudgetAnalysisForm.pdf](http://www.crown.org/pamphlets/pdfs/BudgetAnalysisForm.pdf).

It is best to be as flexible as possible by reducing your cost of living as much as possible, especially if you are changing careers during which time you may earn less as you learn a new occupation or industry.

5. **Platforms:** Working as an employee, independent contractor, business owner or volunteer. In the new world of work, it is wise to be flexible and open to different working platforms. Here are the descriptions and differences between 4 basic platforms.

**Employee:** A general rule is that you are an employee *if the employer can control what will be done and how it will be done*. It is critical that the employer correctly determine whether the individuals providing services are employees or independent contractors. They must withhold and pay income, Social Security and Medicare taxes. At the end of the calendar year, employers issue W2 statements to employees about gross earnings and taxes withheld. Advantages to you as an employee usually include:

- Qualifying for company benefits such as medical insurance and savings or retirement benefits
- Being counted as part of the organization with usually longer terms of employment
- Receiving training, development and other career enhancing benefits

Take advantage of opportunities to work part-time or in a temporary assignment, not only for the money and experience, but also for the contacts and confidence it builds.

**Independent Contractor:** A general rule is that the employer has the *right to control or direct only the result of the work* done by an independent contractor, and *not the means and methods of accomplishing the result*. Employers do not withhold or pay any taxes on payments to independent contractors. At the end of the year, employers issue 1099 statements to contractors summarizing earnings. It is the responsibility of the contractor to file estimated tax payments to the IRS, as well as file annual taxes. Advantages of being self employed as an independent contractor, consultant or freelancer usually include:

- Higher rates of pay for a particular job or project
- Greater flexibility and freedom as to how work is done, with less supervision
- Working for shorter periods of time, and having a wider variety of work experiences
- Being a contractor can bridge you to full- or part-time employment.

For more about contract, consulting and freelance opportunities, go to [www.guru.com/pro/search.cfm](http://www.guru.com/pro/search.cfm).

**Business Owner:** It is not unusual for independent contractors to become business owners/entrepreneurs. You may want to start or buy a business of your own, but be aware that half of business start-ups are out of business within a year. We recommend you apply the principles and practices in this Workbook, and also contact the U.S. Small Business Administration at [www.SBA.gov](http://www.SBA.gov). If you want to be in business for yourself, but not by yourself, consider buying a franchise. Go to [www.Franchise.org](http://www.Franchise.org).

**Volunteer:** Work for no pay? There are 2 good reasons to work as a volunteer.

- If you believe in what the organization is doing or really like the “work” you are doing. It might be volunteering for community service, church or other non-profit enterprise. Volunteering at a local Crossroads Career ministry is a great way help others and advance your search.
- If you are starting or changing careers and need experience, volunteering or doing free internships are a great ways to learn skills, build contacts and explore whether you like the work.

To find organizations for whom you might want to volunteer, check out local opportunities through people you know or go to [www.VolunteerMatch.org](http://www.VolunteerMatch.org).

6. **Culture:** The operating values of employers or customers. Research shows that matching your values to employer or customer cultures is the #1 issue in work life. Look for organizations that publish values and vision statements on their websites. If you are interested in particular organizations, search the Internet for information about them. Look for people with experience with the employer or customer and ask “what’s it really like to work there?” If you completed the CareerDirect assessment, you can compare your work environment and outcome values to cultures.

**TARGET OPPORTUNITIES**  **EXERCISE**

Read “How to Target Opportunities” on pages 35-36 and make notes below.

Occupations	Key Websites, Associations and/or Publications

Industries	Key Websites, Associations and/or Publications

Locations in Order of Preference	Key Websites, Associations and/or Publications

Income Needed and Wanted	
Need \$ _____	per _____ <i>(amount required to live excluding savings and retirement)</i>
Want \$ _____	per _____ <i>(amount desired including savings and retirement)</i>

Platform(s) in Order of Preference: Employee, Contractor, Business Owner, Volunteer

Culture: Work environment and outcome values that are important to you

**For 3 great ways to get more information, read and work through next page.**

### 3 GREAT WAYS TO GET MORE INFORMATION

#### 1. *Informational Interviewing*

List the people you know who work in the occupations and industries you have targeted. Talk to them about their jobs, careers, and industries. If you can't get an appointment to meet in person, try to talk with each one by phone or trade email. Most people who enjoy their work usually like to talk about their work.

#### 2. *Associations*

Associations are professional organizations to which people in particular occupations and/or industries belong. These organizations have meetings and usually produce publications for their members. Most of them also have websites, and many even have job posting services. Find associations at the Internet Public Library ([www.IPL.org](http://www.IPL.org)), a collection of over 2,200 Internet sites providing information about a wide variety of professional and trade associations.

#### 3. *Publications*

Many industries have magazines and newspapers published specifically for people who work in and with a particular industry. These publications are wonderful sources of information on the industry, the companies in the industry, key people who work in the industry and even suppliers to the industry. For more information, go to *Pub-List* ([www.PubList.com](http://www.PubList.com)), a directory of information about more than 150,000 publications and 8,000 newspapers around the world.

### COMPARE YOUR STRENGTHS TO OPPORTUNITIES

To summarize your targeting information, complete the exercise on page 37. In selecting targets of opportunity, the key principle is to seek to serve employers and customers who need most what you do best and that you like best. You can make notes on selected opportunities for comparison here...

6 Factors of Your Strengths	6 Factors of Opportunity Targets
Background	Occupations
Abilities	Industries
Interests	Locations
Personality	Income
Values	Platforms
Spiritual Gifts	Culture

## MARKETING YOUR STRENGTHS

With targets that match your strengths, you're ready to start marketing. There are 4 parts:

1. **Your career brand and value statement** – the core message for your marketing materials.
2. **Networking scripts and cards** – the 30-second “elevator pitch.”
3. **Letters and emails** – introductions and follow-ups for your resumes and networking.
4. **Resumes that get results** – feature results that get interviews.

### *Your Career Brand and Value Statement*

According to Career Coach Academy Director Susan Whitcomb in her book, *The Christian's Career Journey*, a compelling, cohesive career brand will help maximize your career by:

- Creating employer or customer desire to hire you.
- Differentiating you from the competition.
- Influencing what interviewers remember most about you.
- Lowering the barriers to hiring by creating trust and conveying value.
- Elevating you from the status of commonplace commodity to offering a one-of-a-kind service.
- Making you more attractive to employers, even when there are no formal job openings.

A career brand and value statement is like a headline of an advertisement that connects your strengths – what you do and like best –with what your target employers and customers need most. The wording varies as you learn more about your strengths as they relate to the needs of different employers and customers.

For your brand and value to accomplish its purpose, it must knit together these three A's:

- **Advantages:** The features, benefits and value you possess. Identify and articulate advantages with STAR stories (see page 27) that capture a numbers-oriented, bottom-line value to employers.
- **Authentic Image:** "The genuine you" when cast in the right role in which your strengths allow you to be radically rewarded and enthusiastically engaged in work that adds value.
- **Awareness:** Communicating your brand in a manner that makes people attentive and responsive.

Start by visualizing who needs most what you do and like best. Think about your strengths in terms of the work to be accomplished and the value you would contribute. If the person you want to serve were to ask you to tell them what you uniquely offer, you want to give them a short, clear answer that includes...

**Part (1)** Position or work you seek by occupation, industry and perhaps location.

**Part (2)** Two or three keyword strengths related to your target(s) needs.

**Part (3)** Value they will receive.

### **Example A:**

(1) Senior finance position in an educational organization (2) needing in-depth knowledge of accounting and auditing plus strong process improvement skills (3) that will achieve substantial cost savings.

### **Example B:**

(1) Administrative assistant role in a small business in the Atlanta area (2) requiring strong office management, computer and people skills (3) that will improve speed and efficiency of an office.

### **Example C:**

(1) Landscaping for office, retail, apartments in San Diego (2) that requires skill, equipment and attention to detail to keep the grounds, bushes and trees (3) looking great and the value of the property high.

**Networking Scripts and Cards – The 30-Second “Elevator Pitch”**

Imagine that you are on an elevator. Someone that you know gets on, and asks about how you are doing. You tell him/her you are seeking a new job/career/work, and he/she asks, “What are you looking for?” You have less than 30 seconds to respond before the “elevator doors” open and your friend walks off.

**Give them a pitch:** This is a perfect time to share your career brand and value. Try it now by filling in the blanks with your career brand and value. You can start by saying, “Thanks for asking.”

I am seeking (1) a \_\_\_\_\_ in a \_\_\_\_\_ organization  
 (2) that needs \_\_\_\_\_ skills and \_\_\_\_\_ experiences  
 (3) that will help them \_\_\_\_\_.

Sharing your career brand and value will take about 10 seconds. You will have time to answer questions, ask for referrals or a follow-up with him/her. Offer your personal card, and ask for his/hers. Networking scripts are very helpful everywhere you go and, most especially, when you are on the phone. You can use “elevator pitch” networking scripts effectively whether you seek traditional employment, work as a contractor or to start a business. The key is practice and continuously improve your pitch.

Go to the next page, and spend at least 15 minutes writing up the Networking Scripts Exercise and calling friends to try out them out. Make notes on their suggestions and practice more.

**Give them a card:** Once you start getting good and positive feedback, and you feel comfortable with your “elevator pitch,” put the keywords with your name and contact information on a personal business-size card. Get 250 cards for free at [www.VistaPrint.com](http://www.VistaPrint.com). Carry your cards everywhere. Here is a simple example:

Your Name 505-555-1234 Your.Name@Email.com  <p style="text-align: center;"><b><u>Find New Business Opportunities</u></b></p> <p style="text-align: center;">Marketing Research Director          Computer Software          Atlanta, GA</p>
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**Letters and Emails**

You’ll need at least 3 types of emails and letters:

1. A cover letter or intro email for sending your resume
2. Email or letter for requesting information and contacts
3. Thank you emails and letters for sending after interviews

While you can create sample letters and emails in advance, each should be personalized and customized to the particular situation. They should be concise, to the point, appreciative and have 3 parts:

1. The opening sentence or short paragraph should state your objective. If you have a personal referral to the addressee or the company, be sure to mention the referring person’s name first.
2. The middle part should tell something about you, including 1 or 2 related accomplishments.
3. The final paragraph should include a call to action, telling the person what you would like for the individual to do or what you will do next (“I will call you in a few days to see if we can talk”).

**PRACTICE 30-SECOND ELEVATOR PITCH**  **EXERCISE**  
**Make 5 copies of this exercise sheet for continuous improvement.**

See and try this 3-part process using your strengths, career brand and value:

**Part (1)** Position or work you seek by occupation, industry and perhaps location.

**Part (2)** Two or three keyword strengths related to your target(s) needs.

**Part (3)** Value they will receive

**Example A:**

(1) Senior finance position in an educational organization (2) needing in-depth knowledge of accounting and auditing plus strong process improvement skills (3) that will achieve substantial cost savings.

**Example B:**

(1) Administrative assistant role in a small business in the Atlanta area (2) requiring strong office management, computer and people skills (3) that will improve speed and efficiency of an office.

**Example C:**

(1) Landscaping for office, retail, apartments in San Diego (2) that requires skill, equipment and attention to detail to keep the grounds, bushes and trees (3) looking great and the value of the property high.

**Template to Write Your Career Brand and Value**

I am seeking (1) a \_\_\_\_\_ in a \_\_\_\_\_ organization  
 (2) that needs \_\_\_\_\_ skills and \_\_\_\_\_ experiences  
 (3) that will help them \_\_\_\_\_.

Call friends now and practice with them. Get their feedback. Make notes on their suggestions. See if you can make it better. Try different combinations of words. Use fewer words. Be more specific. Try using job titles and/or names of employers/customers to illustrate the type of opportunities you seek.

I am seeking (1) a \_\_\_\_\_ in a \_\_\_\_\_ organization  
 (2) that needs \_\_\_\_\_ skills and \_\_\_\_\_ experiences  
 (3) that will help them \_\_\_\_\_.

I am seeking (1) a \_\_\_\_\_ in a \_\_\_\_\_ organization  
 (2) that needs \_\_\_\_\_ skills and \_\_\_\_\_ experiences  
 (3) that will help them \_\_\_\_\_.

**Keep on practicing and improving your networking scripts so you get more contacts, ideas, help.**

## WRITE RESUMES THAT GET RESULTS

Resumes that get results feature results. Whether you are seeking a job with an employer, work as a contractor or customers for your business, you must share accomplishments that are relevant to their needs. Your results and accomplishments answer the question, “What can you do for me?”

### *Resume Inventory*

- Fill out “Master Resume Exercise” on the next page to build resumes for specific opportunities.
- Make a list of all your past experience, education and other relevant information.
- Make a list of your strengths and accomplishments.

### *Resume Components*

Contact information (name, email and postal address, preferred telephone number) should be at the top of the first page and your name repeated on the top of the second page.

**Objective and/or Summary:** Your career brand and value statement.

#### **Experience and Accomplishments:**

- List in reverse chronological order if using chronological format.
- Group accomplishments by functions if using functional format.
- Give basic employer/self-employed information such as name, city and dates.
- List positions/title(s) with dates, responsibilities and accomplishments.

#### **Education:**

- Show each school, degree, degree month and/or year, major and accomplishments.
- Omit high school information if you have a college degree.
- List significant work while going to school.

#### **Other Sections:**

- Professional certifications.
- Work-related technical skills, such as computer proficiencies.
- Community awards (especially significant, work-related awards).

#### **Do NOT include:**

- Personal interests or activities unless they are related to work to be accomplished.
- Names of references or the phrase “references available upon request.”
- Personal data (age, gender, marital status).
- Reasons for leaving previous positions.
- Compensation information.

### *Resume Tips*

- Never, ever put anything in your resume that is not completely true.
- Keep resume to maximum of two pages. Use minimum of 11 point type.
- Write using short phrases. Do not use complete sentences or the words “I” or “we.”
- Put your career brand, value, key strengths and accomplishments on top half of first page.
- Read it again for accuracy. Ask others to read it. Be sure all spelling and punctuation is correct.
- Customize resumes for each opportunity. Focus on what is important to each employer/customer.
- Take words from job posting or description that are true of you and put them in your resume.
- Put white space between sections and in margins. Make it visually appealing and easy to read.
- Focus on accomplishments. Show what you did for past employers/customers. Use action verbs.
- Avoid gimmicks, color, fancy borders, boxes, shading or cute graphic designs. Use white paper.
- Get feedback from people who could be good references for you. Make changes as needed.

**MASTER RESUME**  **EXERCISE**

Your Name \_\_\_\_\_

Preferred Phone (cell usually best) \_\_\_\_\_

Postal Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Preferred Email Address (personal usually best) \_\_\_\_\_

**Objective or Summary (Your Career Brand and Value)**

Seeking (1) a \_\_\_\_\_ in a \_\_\_\_\_ organization

(2) that needs \_\_\_\_\_ skills and \_\_\_\_\_ experiences

(3) that will help them \_\_\_\_\_.

**Experience**

**Most recent employer/self-employment** \_\_\_\_\_ **City/State** \_\_\_\_\_

Size and description of employer/what they do for whom \_\_\_\_\_

Position title \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Major responsibilities \_\_\_\_\_

Relevant Accomplishments \_\_\_\_\_

**Prior employer/self-employment** \_\_\_\_\_ **City/State** \_\_\_\_\_

Size and description of employer/what they do for whom \_\_\_\_\_

Position title \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Major responsibilities \_\_\_\_\_

Relevant Accomplishments \_\_\_\_\_

**Prior employer/self-employment** \_\_\_\_\_ **City/State** \_\_\_\_\_

Size and description of employer/what they do for whom \_\_\_\_\_

Position title \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Major responsibilities \_\_\_\_\_

Relevant accomplishments \_\_\_\_\_

**Prior employer/self-employment** \_\_\_\_\_ **City/State** \_\_\_\_\_

Size and description of employer/what they do for whom \_\_\_\_\_

Position title \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Major responsibilities \_\_\_\_\_

Relevant accomplishments \_\_\_\_\_

**Prior employer/self-employment** \_\_\_\_\_ **City/State** \_\_\_\_\_

Size and description of employer/what they do for whom \_\_\_\_\_

Position title \_\_\_\_\_

Dates: From \_\_\_\_\_ To \_\_\_\_\_

Major responsibilities \_\_\_\_\_

Relevant accomplishments \_\_\_\_\_

**Education**

**Current/most recent school** \_\_\_\_\_ **City/State** \_\_\_\_\_

Degree/major \_\_\_\_\_ Year \_\_\_\_\_

Honors/awards and accomplishments \_\_\_\_\_

Jobs while attending school \_\_\_\_\_

**Prior school** \_\_\_\_\_ **City/State** \_\_\_\_\_

Degree/major \_\_\_\_\_ Year \_\_\_\_\_

Honors/awards and accomplishments \_\_\_\_\_

Jobs while attending school \_\_\_\_\_

**Prior school** \_\_\_\_\_ **City/state** \_\_\_\_\_

Degree/major \_\_\_\_\_ Year \_\_\_\_\_

Honors/awards and accomplishments \_\_\_\_\_

Jobs while attending school \_\_\_\_\_

**Additional Information and Activities**

Special skills and certifications \_\_\_\_\_

Community service involvement \_\_\_\_\_

**Resume Tips for Online and In-email**

Here are tips to maximize opportunities via the web and email for your resume to be picked:

- Use Microsoft Word or Adobe PDF format.
- Best font is 12 pt. Times New Roman.
- Use the built-in resume builder template with a .TXT format of your resume to cut and paste.
- Use nouns or titles instead of verbs, such as “Project Manager” versus “Managed Projects.”
- Find keywords in jobs you want – put them in a keyword section at the end of your resume.

**Resume Formats**

Write resumes for people who do not read them. They look at them. So put the most important information about you in the top half of the first page of your resume. Make your resumes visually appealing by using headers, bullets and white space. There are 3 basic formats:

1. Chronological (when continuing in the same career path). See sample on the next page.
  - List work experience in reverse chronological order, listing the most recent experience first.
  - List accomplishments under each employer.
2. Functional (when changing, entering or re-entering career). See page 48.
  - List accomplishments and expertise in functional categories (marketing, sales, etc.).
  - List work experience (company name, job titles, dates).
3. Promotional (when seeking independent contracting, consulting, freelancing work). See page 49.
  - List accomplishments and expertise in functional categories (marketing, sales, etc.).
  - List work experience relevant to service you are offering.
  - List selected clients and testimonials.

**Online Resume Builder**

A great way to learn and practice writing resumes is a free trial with our affiliate, Pongo Resume, the leading online resume builder. The free trial includes:

- Resume Builder – includes step-by-step instructions, headings, spell checker.
- Resume Templates – for a variety of ages, situations, specialties.
- Cover Letter Builder – comes with templates and pre-written text for your editing.
- Expert Advice and Guidance – with a special box for tips and advice along the way.
- Live Help – live chat, email or call 800# is available Monday-Friday, 9a-5pm ET.
- A series of email newsletters with helpful tips, advice and articles.

If you like the resumes you have created, for only \$9.95 per month (automatic renewal, cancel anytime) you can download, print, fax, email and even track your resumes and letters. You can register for the free trial without using a credit card. Just go to <http://www.crossroadscareer.org/online-resume-builder>.

**How Resumes Can Set Up Interviews**

Put your most relevant STAR stories (see page 27) in your resume describing only the situation you faced and the results you got in as few words as possible. Here is an example:

- Increased sales by 27% in the face of increased competition.

Your objective is to catch the interest of readers so they will want to know how you did what you did. In the interview, talk about the whole STAR stories featuring the task to be accomplished and the actions you took. Perfect when preparing for behavioral interviews (see page 61).

## SAMPLE OF CHRONOLOGICAL RESUME

### Your Name

[Your.name@youremail.com](mailto:Your.name@youremail.com)

Street, City, State, Zip

505-555-1234

### Objective

Concisely state your Career Brand Value with target opportunity occupation, industry and location.

- Write 3 short statements that summarize why you would be good at your objective
- Each statement should highlight your accomplishments and experience
- Prioritize statements so the most relevant one comes first

### Work Experience

ORGANIZATION NAME, City, State, 20xx-Present

#### Job Title

- Write 2 or more statements about the work you performed and what you accomplished
- Quantify results of your accomplishments and how they positively affected the organization
- Mention on-the-job recognitions and rewards you received that relate to your job objective
- Prioritize statements so the most relevant one comes first

ORGANIZATION NAME, City, State, 20xx-xx

#### Job Title

- Write 2 or more statements about the work you performed and what you accomplished
- Quantify results of your accomplishments and how they positively affected the organization
- Mention on-the-job recognitions and rewards you received that relate to your job objective
- Prioritize statements so the most relevant one comes first

ORGANIZATION NAME, City, State, 19xx-xx

#### Job Title

- Write 2 or more statements about the work you performed and what you accomplished
- Quantify results of your accomplishments and how they positively affected the organization
- Mention on-the-job recognitions and rewards you received that relate to your job objective
- Prioritize statements so the most relevant one comes first

### Education

SCHOOL, City, State

Degree, Major (if relevant), 19xx

List scholarships, extra-curricular activities, recognitions, rewards and jobs while in school

### Other Sections

- Professional certifications
- Job-related technical skills, such as computer proficiencies
- Community or other awards (list only significant, objective-related awards)

## SAMPLE OF FUNCTIONAL RESUME

### Your Name

[Your.name@youremail.com](mailto:Your.name@youremail.com)

Street, City, State, Zip

505-555-1234

### Objective

Concisely state your Career Brand Value with target opportunity occupation, industry and location.

- Write 3 short statements that summarize why you would be good at your objective
- Each statement should highlight your accomplishments and experience
- Prioritize statements so the most relevant one comes first

### Professional Accomplishments

#### Key Skill

- Write 2 or more short statements about employment or volunteer accomplishments
- Quantify results of your accomplishments and how they positively affected the organization

#### Key Skill

- Write 2 or more short statements about employment or volunteer accomplishments
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- Write 2 or more short statements about employment or volunteer accomplishments
- Quantify results of your accomplishments and how they positively affected the organization

### Work History

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

### Education

SCHOOL, City, State

Degree, Major (if relevant), 19xx

List scholarships, extra-curricular activities, recognitions, rewards and jobs while in school

### Other Sections

- Professional certifications
- Job-related technical skills, such as computer proficiencies
- Community or other awards (list only significant, objective-related awards)

**EXAMPLE OF PROMOTIONAL RESUME  
FOR MARKETING RESEARCH PROFESSIONAL**

**Your Name**  
[Your.name@youremail.com](mailto:Your.name@youremail.com)  
Street, City, State, Zip  
505-555-1234

**Find New Business Opportunities**

Marketing Research Services helps Computer Software Companies Discover New Markets, Products and Services

- Write 3 short statements that summarize why you would be good developing new opportunities
- Each statement should highlight your accomplishments and experience
- Prioritize statements so the most relevant one comes first

**Full Services and Happy Clients**

**Qualitative Research – Exploring Opportunities**

- Write 2 or more short statements about successful projects and accomplishments
- Quantify results of your accomplishments and how they positively affected employers/clients

**Quantitative Research – Prove the Point**

- Write 2 or more short statements about successful projects and accomplishments
- Quantify results of your accomplishments and how they positively affected employers/clients

**Not Just Analysis – Insight**

- Write 2 or more short statements about successful projects and accomplishments
- Quantify results of your accomplishments and how they positively affected employers/clients

**Work History and/or Clients Served**

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

ORGANIZATION NAME, City, State, 20xx-Present

**Job Title**

**Education**

SCHOOL, City, State

Degree, Major (if relevant), 19xx

List scholarships, extra-curricular activities, recognitions, rewards and jobs while in school

**Other Sections**

- Professional certifications
- Job-related technical skills, such as computer proficiencies
- Community or other awards (list only significant, objective-related awards)



READ & WRITE DEVOTIONAL

## LITTLE WHITE LIES ARE BIG BLACK HOLES



The trouble with a lie is that it is never alone. Lies tend to run in packs, attacking and bringing down all who invite one into their mouths.

Here's how it works. Almost without thinking, you utter a tiny little lie. Then, when the truth confronts it, tell another lie to protect the first lie. Then the truth comes up again, so you lie again. Soon, you're defending lies with more lies.

What began as a little white lie becomes a big ugly mess. Like big black holes, a pack of lies will suck you into oblivion.

*A false witness will not go unpunished,  
and he who pours out lies will not go free. Proverbs 19:5*

Recheck your resume. Do any of the words or statements hide a little white lie? If yes, write the lie here.

Then put an X through it,  
Forever!

Note: Be sure to update your resume!

STEP 3 ALTITUDE  WRAP-UP

Write down the ideas that were most helpful to you and that you will put into action or practice today.

Write down how you feel now.

Write down your prayer requests for the coming week.



If you have not registered yet, go to [www.CrossroadsCareer.org/register](http://www.CrossroadsCareer.org/register) and start browsing our webpage of career resources. If you are already registered, log in at [www.CrossroadsCareer.org](http://www.CrossroadsCareer.org) and scroll down to Career Tools > Search by 6 Steps.

Write down the career tools that were helpful.