

In this chapter, you'll learn how to write in the language of *résumé-speak*. This material is divided into two sections:

- ✦ Development editing, which covers how to write compelling copy.
- ✦ Technical editing (or copyediting), which answers an array of questions on grammar, usage, and style.

Beyond that, you'll review the importance of pruning and proofing your *résumé* before you send it out.



Tip If you're in a hurry, check the index for the topic on which you need help most and review the top-10 list for writing persuasive copy in the next section.

Development Editing: A Primer in Power Writing

Perfecting your hook-n-hold technique requires fluency in what I call *résumé-speak*, a unique style of writing that is part advertisement and part business communication. You'll get a quick course, "*résumé-speak* 101," a little later in this chapter. But first, take a look at the top 10 tenets of developing your *résumé*.

Top 10 Tenets of Developing Your *Résumé*

1. **Address your audience.** Every sentence should pass these test questions: "Is my reader interested in this?" and "Does this information explain why the employer should hire me over my competitors?"
2. **Be accurate.** Check and double-check all details, especially numbers.
3. **Be brief.** Delete information that is repetitive or irrelevant.
4. **Be clear.** Ask two or three people to read your *résumé*. Is anything confusing?
5. **Avoid jargon that is too specific to your current company** (specific names of reports, company-specific acronyms, and so on).
6. **Deliver the goods up front.** Start accomplishment statements with the results and then describe the method for achieving the results.