

Principles of Strong Application Materials

KNOW YOUR AUDIENCE

Before you start writing, answer the following questions:

- Who will be reading your documents?
- What skills, experiences, or values are most important to them? Read the job description carefully and research their organization.
- How can you connect your experiences with their needs?

HIGHLIGHT RELEVANT EXPERIENCE

- Select a format that emphasizes your most relevant experience.
- Why are you applying for this position? Make connections that show how your experience is relevant. Don't make the employer guess!
- For less relevant experiences, highlight the transferable skills that are used in both positions.

ARTICULATE YOUR VALUE

- Demonstrate what you did and emphasize your skills using specific examples.
- Show the impact of your work and what sets you apart from other applicants.
- Use action verbs that draw attention to *your* role.

MAKE IT VISUALLY APPEALING

Hiring organizations receive many documents and scan them quickly. To make a strong impression in a short amount of time:

- Choose a simple layout with white space and clear fonts.
- Put important information in highly visible locations—at the top or left side.
- Use bold, italics, and capitalization strategically.
- Keep it clear and concise.
- Proofread, proofread, proofread until the document is flawless.

ACTION VERBS FOR APPLICATION MATERIALS

Abstracted	Communicated	Empathized	Installed	Presented	Shared
Accelerated	Compared	Enabled	Instituted	Prioritized	Simplified
Accomplished	Compiled	Encouraged	Instructed	Problem solved	Sold
Accumulated	Completed	Enforced	Integrated	Processed	Solved
Achieved	Composed	Engineered	Interpreted	Procured	Sparked
Acquired	Computed	Enlightened	Interviewed	Produced	Specified
Acted	Conceived	Enlisted	Introduced	Programmed	Spoke
Adapted	Conceptualized	Entertained	Invented	Projected	Stimulated
Addressed	Conducted	Established	Investigated	Promoted	Streamlined
Adjusted	Consolidated	Evaluated	Issued	Proposed	Strengthened
Administered	Constructed	Examined	Judged	Proved	Structured
Advanced	Consulted	Executed	Justified	Provided	Studied
Advertised	Contracted	Exercised	Keynoted	Publicized	Styled
Advised	Contributed	Expanded	Launched	Purchased	Submitted
Advocated	Controlled	Expedited	Learned	Raised	Substituted
Aided	Converted	Experimented	Lectured	Ran	Succeeded
Allocated	Convinced	Explained	Led	Ranked	Summarized
Allowed	Cooperated	Extrapolated	Licensed	Reasoned	Supervised
Analyzed	Coordinated	Facilitated	Listened	Recommended	Supplied
Answered	Corrected	Fashioned	Lobbied	Reconciled	Supported
Applied	Correlated	Figured	Located	Recorded	Surveyed
Appraised	Corresponded	Filed	Maintained	Recruited	Sustained
Approved	Counseled	Financed	Managed	Reduced	Symbolized
Arbitrated	Created	Fixed	Manipulated	Referred	Synthesized
Arranged	Critiqued	Followed	Mapped	Refined	Systemized
Assembled	Customized	(through)	Marketed	Reflected	Tabulated
Assessed	Debated	Forecasted	Mastered	Regulated	Tailored
Assigned	Decided	Formed	Maximized	Reinforced	Talked
Assisted	Defined	Formulated	Mediated	Related	Taught
Assured	Delegated	Fostered	Mentored	Reorganized	Tested
Attained	Delivered	Founded	Merged	Repaired	Tracked
Attended	Demonstrated	Furnished	Met (deadlines)	Reported	Trained
Authored	Designed	Gathered	Methodized	Represented	Transported
Authorized	Detailed	Generated	Minimized	Reproduced	Updated
Balanced	Detected	Graphed	Moderated	Researched	Upgraded
Bargained	Determined	Guaranteed	Modified	Responded	Upheld
Bartered	Developed	Guided	Monitored	Restored	Utilized
Bolstered	Devised	Handled	Negotiated	Retained	Validated
Briefed	Diagnosed	Headed	Observed	Retrieved	Verified
Budgeted	Directed	Helped	Obtained	Revamped	Visualized
Built	Discovered	Hired	Operated	Reviewed	Wrote
Calculated	Discriminated	Identified	Ordered	Revised	
Cared	Dispatched	Illustrated	Organized	Revitalized	
Cataloged	Dissected	Imagined	Originated	Satisfied	
Catered	Distributed	Implemented	Overcame	Saved	
Chaired	Documented	Improved	Overhauled	Scanned	
Charged	Doubled	Improvised	Oversaw	Scheduled	
Checked	Drafted	Increased	Participated	Screened	
Clarified	Drove	Influenced	Perceived	Selected	
Classified	Earned	Informed	Performed	Served	
Coached	Edited	Initiated	Persuaded	Serviced	
Collaborated	Educated	Innovated	Pioneered	Set goals	
Collated	Effected	Inspected	Planned	Set up	
Collected	Eliminated	Inspired	Prepared	Shaped	