



Writing Effective Bullet Points

LAYOUT:

- **Number**
 - Minimum of two / maximum of four bullet statements.
- **Format**
 - Bullet statements should only appear on one line and wrap to a second line only if the information is relevant to the message being conveyed.
- **Language**
 - For each bullet statement, use an “Action Word” that supports one of your strength/skill areas listed in your objective statement.
 - Do not use an “Action Word” more than once throughout the entire resume.
 - See **Action Word List**
 - Use descriptive versus general language.
 - If a “picture is worth a thousand words” paint your reader a “word picture.”
 - Example: Instead of writing that you “presented to a **group of students**” write that you “presented to a **group of 25 high school seniors.**”
- **Strategy**
 - The stronger your statement is constructed, the higher your “stock value” becomes.
 - Three Levels of Bullet Statements:
 - Level 1:** Listing your duties, tasks and responsibilities (**not very impressive**).
 - Level 2:** How or in what way do you or did you perform Level #1 exceptionally well? Are there any additional duties that you initiated that were not part of your job responsibilities? Employers want to hire individuals with initiative (**more impressive**).
 - Level 3:** Outcome/results of completing Level #1 and Level #2? Did you increase something good or decrease something bad? Employers want to hire individuals with knowledgeable skills (**most impressive**).
 - Avoid using Level 1 bullets whenever possible.
 - Be able to support all Level 3 bullets with detailed examples or anecdotes during an interview.

EXAMPLES OF LEVEL THREE BULLETS:

- Earned Associate of the Month honors for outstanding service in June 2007
- Created effective displays which increased monthly sales by 200% in a two-month period