

# WRITING POWERFUL BULLET POINTS

Effectively showcase your skills and achievements in a clear, concise manner tailored to the specific job for which you are applying.

## BEST PRACTICES

Here are some best practices to keep in mind when writing resume bullet points:

- Avoid personal pronouns: Instead of, "I increased sales 10%" use "Increased sales 10%"
- Start each bullet point with a [Powerful Action Verb](#) (visit hyperlink for examples).
- Incorporate numbers and specifics whenever possible. Use, "Created 5 new videos" instead of "Created some videos."
- Keep bullet points to-the-point; typically, 1 sentence.
- Avoid copying and pasting a list of job duties from your job description. Instead, focus on accomplishments, results and skills demonstrated in the position.

## WRITING YOUR BULLET POINTS

When reading your resume bullet points, hiring managers should be able to understand what skills you demonstrated and what you accomplished in past work experiences. These bullet point-writing methods may help you write bullet points that highlight accomplishments, results, and skills.

### C.A.R. METHOD

**Challenge:** Describe a specific challenge or task you faced.

**Action:** Explain the actions taken to achieve your results/address the challenge.

**Result:** Share positive outcomes, quantifying achievements when possible.

Remember, the order and wording of the result, action, and challenge can vary, but it's good practice to start with the result to grab your reader's attention.

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### HERE IS AN EXAMPLE OF THIS PROCESS:

**Challenge:** Keeping students engaged and motivated

**Action:** Adapting tutoring sessions to meet individual student's needs

**Result:** Increasing student retention of material (remember to start here when possible)

**Final Bullet Point:** Increased student retention of course material by adapting tutoring appointments to individual student's learning styles while keeping lessons encouraging and engaging.

### 3 QUESTIONS METHOD

Ask yourself these 3 questions to identify what content needs to be expressed in your bullet points.

- What did I do?
- How did I do it?
- What was the result?

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## HERE IS AN EXAMPLE OF THIS PROCESS:

**What did I do?** Swept and mopped floors

**How did I do it?** Consistently and thoroughly; every 4 hours

**What was the result?** Clean, organized environment that made customers feel comfortable.

**Final Bullet Point:** Maintained a clean, organized environment that enhanced customer comfort by thoroughly sweeping and mopping floors every 4 hours.

## TAILORING YOUR BULLET POINTS

Tailoring resume bullet points involves customizing content and wording to match job requirements and employer needs. Select relevant achievements, skills, and experiences that align with your desired position. Even fast-food jobs can be made relevant for a marketing role by highlighting specific skills like promoting new products or maintaining positive customer relations. Remember, the key to success is to understand the skills your potential employers are looking for and highlight those skills throughout your resume. Utilize the [Know Your Audience Guide](#) to understand what your potential employers are looking for.

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## HERE ARE A FEW EXAMPLES THAT ILLUSTRATE HOW YOU CAN TAILOR YOUR WORK EXPERIENCE TO ANY INDUSTRY:

- **Food Service ➤ Accounting:** Maintained detailed records of sales and tips by operating point-of-sale system to meticulously handle cash and credit card transactions.
- **Retail ➤ Social Work:** Utilized active listening skills to understand customers' needs and offer creative solutions to improve shopping experience.
- **Custodian ➤ Healthcare:** Eliminated health and safety hazards across 3 buildings by meticulously adhering to cleanliness standards, ensuring a sanitary and hazard-free environment for occupants.
- **Mission ➤ Marketing:** Increased number of potential contacts 80% through organizing a team of 10 volunteers to set up weekly display and contact booths in public squares.
- **Landscaping ➤ Engineering:** Boosted client-base by collaborating with landscaping manager to design hardscape elements, offering a wider array of landscaping solutions.
- **T.A. ➤ Computer Tech:** Created user-friendly experience for students by utilizing technical skills to develop 20 new course assignments in online learning platforms such as Canvas and Blackboard.

## CONCLUSION

These are generally applicable guidelines. However, different industries may require different bullet point styles. For example, theater and dance resumes may list performances instead of traditional bullet points. Research your industry and potential jobs to discover what is best for your resume.