

### Welcome to Keppie Corners!



**Keppie Careers provides a toolbox of practical tips, useful advice, support and encouragement.** When we work together, you will overcome obstacles keeping you from making positive changes in your life. We're not just selling resumes; we're offering confidence, clarity and know-how!

**Keppie Careers** is pleased to have you as a subscriber to our newsletter!

This edition of **Keppie Corners** focuses on what to do if you think you may lose your job. We're not sure if it's an official recession, but so many people are being laid off of their jobs, the official definition doesn't seem as important as the reality.

Also included: a resume-writing guide.

**We welcome feedback. Contact us at: [results@keppiecareers.com](mailto:results@keppiecareers.com)**

### Think You May Lose Your Job? Plan Ahead for Career Success: Drive Your Own Career Bus!

What can you do now if you think you may lose your job? Penelope Trunk, who wrote [Brazen Careerist](#), suggests:

- Be a specialist, not a generalist.
- Consider graduate school.
- Focus on the quality of your work and securing strong mentors.
- If you can't list a few strong accomplishments for your current job, make something big happen now so you'll have something to add to your resume.

Anita Bruzzese, author of [45 Things You Do That Drive Your Boss Crazy](#), suggests:

- Get connected by increasing face time in the office.
- Take the pulse of your company's situation; talk with colleagues in other departments. If things look bad, you can start getting resumes out.
- Network like crazy.
- Leaders and innovators will find opportunities. Stay on the cutting edge of your field.

These suggestions remind us that **it's not a good idea to wait for a crisis to plot your career path.** Take the wheel of your own career bus and **act now** to position yourself in the market! Networking, specializing, leading, finding mentors — none of these are things that can be done overnight. **These suggestions are key even if your job is not in jeopardy!**



Photo by **estan**

Visit us online at [www.keppiecareers.com](http://www.keppiecareers.com) to review our resume transformations, discover our services and look over our free information. Please join us on Keppie Career's blog for career and job advice and up-to-date information: [www.keppiecareers.wordpress.com](http://www.keppiecareers.wordpress.com).

# Update Your Resume – Resume Do's and Don'ts

There is a lot to consider when writing your resume. You don't want to miss an opportunity for an interview by offering a less than stellar result. **Here are my top 5 Resume Do's and Don'ts...**



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## DO

Remember that your resume is a marketing piece, not a laundry list. Sell yourself; don't just list what you've done.

Focus on transferable skills and quantifiable accomplishments. Determine the employer's key words and incorporate them. Include soft skills, otherwise known as emotional intelligence. Use strong, active language that helps the reader picture *you* working for *them*.

Design your resume to be easy to read and scan – both with software and the eye. Remember that the typical first read allows a 10-second glance. (Some say 7 seconds is all you get!) Make it count by using white space, bullet points and bold, appealing design elements. Ensure that your resume is error free.

Target your resume to the employer. Do NOT zap your generic resume to 100 different online job postings. If you do not personalize your resume to include key words, you may be wasting your time sending it at all.

Be precise. Although the “one-page” rule no longer applies for all employers, it is important to narrow your information to include the most important material. (Typically, two pages are plenty.) Employers do not want to wade through a lot of extraneous information.

## DON'T

Use “I, me or my” in your resume. The first-person is implied. Don't use the phrase “responsibilities included” or “responsible for.” These are passive ways to structure your information. Don't list “References upon request.” This is assumed.

Don't use an objective. Your objective is to get the job, so you are wasting space in the very important real estate of your resume – the top! Attract readers with a targeted “Highlights,” “Accomplishments” or similarly named section.

Don't include ANY personal information such as age, gender, religion, marital status, social security number, weight, etc. It's inappropriate and will make you seem dated and unaware of resume etiquette.

Don't rely on standard resume templates, especially from your word processing program. Don't copy text from sample resumes posted on the web. You are unique; your resume should be distinctive.

Don't ever lie on a resume. Present the best possible image consistent with the truth.

**Questions about your resume or job search? Visit our blog:**  
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