

Writing a recession-busting CV

By Samantha Pearce

Given the current economic climate, securing a new job has potentially never been so difficult. I was told the other day that approximately 120 people are applying for every job on the market, and that's a lot of competition. It is therefore imperative that your CV, Application Form and Cover Letters present you in the very best light, letting your knowledge, skills, abilities and achievements shine brighter than your competitors.

By following these simple steps, you can create a successful, recession-busting CV;

- **Get the basics right.** It sounds obvious, but it is amazing how many people send CVs to potential employers which contain spelling, punctuation and grammar errors. Just one small error can mean that your CV ends up in the 'polite turn down' pile. All sorts of things can be inferred from a basic error in spelling, punctuation and grammar, including;
 - You're lazy
 - You don't pay any attention to detail
 - You do not really want this job
 - You would not successfully represent the company
- **Keep sentences short, sharp and punchy.** Your CV is likely to be skimmed as opposed to read in detail, so make the document easy to work with by using short sentences. A slick sentence construction can improve style and make your CV appear dynamic; both of which create a more appealing CV for the employer.
- **Focus on your achievements and skills.** Ultimately this is what the employer is interested in. Ensure that you include at least 3 key achievements in your summary of each of the jobs you've previously held.
- **Remember the force of Word Power.** Avoid the use of **negative words** (*dismissed, tried, withdrew, argued*); focus on using **positive words** (*developed, demonstrated, persuaded, established*); and add a sprinkling of **extra-boosting words** (*enthusiastically, assertively, successfully, creatively*).
- **Don't include everything.** Many CVs fail because they are too long. Remember, you're looking to create a CV that's between 2 and 3 pages in length. Think about what information will be most relevant to your potential employer. Keep the relevant information as the focus for your CV and remove anything else.
- **Everything counts!** Your CV has to be visually pleasing to the reader, as well as well-written, dynamic and a positive representation of your skills and abilities. Spend time thinking about the visual impact of your final CV before you submit it.



Samantha Pearce is the owner of **Words Worth Reading** – an editorial service for Job Seekers, Students, Writers and Businesses.

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