

## Job Application Guide

### Description

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# Job Application Guide

*Stand out. Get noticed. Get hired.*

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## ? Introduction

Your resume and cover letter are often your only chance to make a strong first impression. Done well, they open doors. Done poorly, they close them before you even get started.

This guide shows you how to craft clear, effective, and professional documents that speak directly to employers — no fluff, no gimmicks. Just real strategies that work.

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## ? The Resume: Key Principles

### 1. Be Clear and Focused

Use short bullet points, strong verbs, and direct language. Avoid buzzwords. Every word should serve a purpose.

### 2. Tailor It for Every Job

Don't use one resume for all applications. Adjust your summary, skills, and accomplishments to match each job description.

### 3. Highlight Results, Not Tasks

Say what you achieved, not just what you did.

**Example:** *"Increased website traffic by 45% in six months"* is stronger than *"Managed website updates."*

### 4. Keep It Short

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One page is ideal (two if you have over 10 years of experience). Focus only on what matters for the role you're applying to.

## **5. Use a Simple, Professional Format**

Stick to clean fonts (Arial, Calibri, Times). Use consistent spacing. Avoid bright colors, graphics, or unnecessary design unless you're in a creative field.

## **6. Add a Strong Summary**

A short profile at the top should explain who you are, what you do, and what value you offer — in 2–3 lines.

## **7. Include Keywords**

Use terms found in the job ad. Many companies scan resumes with software (ATS) — match the language they use.

## **8. Proofread It Twice**

Typos kill credibility. Read it aloud. Then read it again.

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# **?? The Cover Letter: Core Guidelines**

## **1. Personalize It**

Avoid “Dear Sir/Madam.” Find a name. If that's not possible, go with “Dear Hiring Manager.”

## **2. State the Role Clearly**

Open by stating the position you're applying for and why it caught your attention.

## **3. Show How You Fit**

Pick one or two achievements from your resume and explain how they connect to the job or company mission.

## **4. Keep It Professional but Human**

Let your tone show interest and enthusiasm — but keep it focused and respectful.

## **5. Structure It Well**

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- **Opening:** Who you are and what role you're applying for
- **Middle:** Key reasons you're a great fit
- **Closing:** Thank you and clear intent (e.g. "I look forward to the opportunity to discuss...")

## 6. Limit to One Page

No more than 3–5 paragraphs. Be brief, direct, and relevant.

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## ? Final Checklist

Before you hit send, make sure:

- Resume and cover letter are tailored to the job
  - You've used clear, plain language
  - Everything is formatted professionally
  - You've included measurable results (where possible)
  - You've proofread both documents carefully
  - You're sending them as PDFs (unless instructed otherwise)
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## ? Closing Thought

Most applications are ignored not because the candidate wasn't qualified — but because the documents weren't clear, relevant, or professional.

Your resume and cover letter should answer one question for the employer:

**"Why you?"**

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This guide helps you build the answer.

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