BULLET POINT CHEAT SHEET

There are many ways to write a strong set of bullet points and everyone's experience is different, which is why we've assembled a variety of the best techniques below. Pick and choose the most relevant techniques to apply to your resume and improve your bullet points.

4-3-1 Rule

4 Bullet points per job
3 Jobs per resume
1 line per bullet point

The 4-3-1 rule is a useful constraint to apply to your resume to make it more concise and easy to read. This can be a difficult rule to follow, but it's not necessary to get it perfect. You can use a variation of the rule (such as 5-4-1 or 5-3-2) but getting as close to 4-3-1 will dramatically improve your resume. Remember that when it comes to your resume, less is more. Or another way to think of it:

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."

- *Antoine de Saint-Exupery*

The "And" Technique

In our effort to put all of our experience on the page, sometimes we can overwrite our bullet points. If you're struggling to shorten your resume it might be because you have too many "and" statements. Try using the "and" technique that was shown in the video to cut down how many "ands" you have.

Keyboard shortcut keys:
Ctrl + F (windows)
Command + F (apple)

Word Count Test

An easy way to test whether your bullet points are too long, or that you have too many bullet points, is to check the word count of your resume. You can do this by going to "Tools" and selecting "Word Count." Here are some guidelines:

	Excellent	Good	Needs Improvement
Word Count	350-500	500-750	750+

Power Words

Your bullet points should always start with a verb and the tense of that verb should be consistent throughout. You can make your bullet points even stronger by using power verbs. Here are a few examples of power verbs that can help:

Built	**Lead**	**Managed**	**Collaborated**	**Improved**
Created	Drove	Supervised	Worked with	Grew
Developed	Ran	Coordinated	Helped with	Increased
Designed	Guided	Oversaw	Partnered with	Decreased

Numbers & Statistics

Many people use the same phrases in their resumes. Although your bullet points may seem unique to you, when thrown in with thousands of other resumes, those same bullet points can start to sound generic.

Adding numbers to your bullet points will make them stand out and provide the hiring manager with real facts that they can ask you to expand upon. Even if your role doesn't involve quantitative data, you can still add numbers in a variety of ways:

Example phrases:

Instead of:		Write:
Managed a team of writers to produce articles	→	Managed 5 writers to produce 16 articles per month
Improved the website to attract more visitors	→	Improved the website to attract 50% more visitors
Worked multiple shifts when needed	→	Worked 4 overtime shifts to help the team during the holidays
Increased yields by developing new buy flows	→	Increased yields by developing 3 new buy flows
Gave presentations to update the executive team	→	Gave presentations 2 times per month to the executive team