



The Interview Invitation Toolkit

Worksheet 4 of 4 | Tailoring Your CV | Estimated time: 20-30 minutes

Learn how to tailor your CV for each application without rewriting it from scratch every time.

One of the biggest myths about job searching is that you need a completely different CV for every application. You don't. Instead, your aim is to help the employer quickly see why you're a good match for their role. For that you do need to compare it to the job advert and probably tweak it a little. Sending your CV off for a variety of jobs, without doing this step will lead to more rejections and disappointments.

This worksheet will guide you through the same simple process every time you apply for a job.

Step 1 - Read the Job Advert Like a Detective

Before opening your CV, read the job advert carefully. Not once, twice, maybe even three times.

You're looking for clues.

What job are you applying for?

Company

What words or phrases keep appearing?

1.

2.

3.

4.

5.

What do you think are the employer's TOP THREE priorities?

Think about what they seem to value most.

1

2

3

Step 2 - Do You Actually Want This Job?

Before spending time tailoring your CV, pause.

Ask yourself:

Does this role genuinely interest me?

- ☐ Yes
- ☐ Maybe
- ☐ Probably not

Do I meet most of the essential requirements?

- ☐ Yes
- ☐ Mostly
- ☐ Not really

Can I imagine myself enjoying this role?

- ☐ Yes
- ☐ Maybe
- ☐ No

Ella's Reflection

Sometimes applying for fewer jobs, but spending more time tailoring each application, leads to much better results than sending lots of applications that aren't really the right fit.

Step 3 - Match Their Requirements to Your Experience

This is where the magic happens. Instead of hoping the recruiter joins the dots, join them yourself.

They are looking for...	Where have I demonstrated this?

Don't worry if your current job title doesn't match.

Think about projects, responsibilities, volunteering, previous roles, study or life experience.

Step 4 - What Needs Changing?

Now open your CV. You don't need to rewrite everything, just look at these areas:

1. Personal Profile

Does it reflect this role?

☐ Yes

☐ Needs tweaking

Notes:

2. Key Skills

Are the most relevant skills easy to spot?

☐ Yes

☐ Needs improving

Notes:

3. Employment History

Are the most relevant achievements easy to find?

☐ Yes

☐ Needs reordering

Notes:

4. Keywords

Have I naturally included the important keywords from the advert?

☐ Yes

☐ Not yet

Missing:

Step 5 - My Tailoring Plan

What are the THREE biggest improvements I need to make before sending this application?

1.

2.

3.

Ella's Coaching Corner

It's easy to think that if you don't hear back, you've failed. Please don't. Every application teaches you something. Think of it as data to analysis. Stay curious.

- Maybe you'll realise you could have tailored your CV more
- Maybe you'll notice a skill that keeps appearing in job adverts
- Maybe you'll discover you're applying for roles that don't actually excite you

That's all useful information.

Each bit of information helps you become clearer, stronger and more confident in your job search.

Congratulations!

You've completed The Interview Invitation Toolkit!

By now you should have:

- ✓ Reviewed your CV through a recruiter's eyes
- ✓ Written a stronger professional profile
- ✓ Identified and rewritten key achievements
- ✓ Learnt how to tailor your CV quickly and effectively

You now have a CV that's more likely to show your value and improve your chances of getting shortlisted.

Before You Press Submit

Don't forget to download the final checklist to run through before you submit your CV/application each time. The more well-prepared CVs you submit, the better your chances of getting that interview invitation.

Remember, spend more time on each application over sending out more applications.

Ready for the Next Step?

Different people need different levels of support. You can find full details at www.ellacoaching.co.uk

Here are some ways I can support you:

- **CV Review**
Receive detailed, personalised feedback on your current CV, highlighting what's working well and where you could strengthen it before applying.
- **CV Writing Service**
Prefer someone else to take the pressure off? I'll work with you to create a professionally written CV that reflects your experience, strengths and achievements, and still sounds like you.
- **Interview Coaching**
Got an interview? Let's prepare together so you feel confident, clear and ready to showcase your strengths.
- **Career Clarity Package**
This session can be used to go through your CV together, help you understand how to find the role you want, help you to see your achievements or transferrable skills and demonstrate those. You also get two weeks of support.
- **Career Coaching**
If working through this toolkit has made you realise your CV isn't the real issue, or only part of it, we can explore what's next, whether that's a career change, a return to work or simply finding a role that's a better fit.
- **Your Next Chapter Programme**
For deeper support, we'll work together through my signature coaching programme to help you create a career and life that feels more aligned with who you are and where you want to go.