



The Interview Invitation Toolkit

Worksheet 1 of 4 | First Impressions Audit | Estimated time: 10 minutes

What does your CV say in the first 20 seconds?

Before you begin, imagine you're a recruiter. You've got dozens of CVs to review and only a short amount of time to decide which ones deserve a closer look.

Then open your CV. Now resist the temptation to read every word. Instead, scan it, like a recruiter would.

Part 1 - Your First Impression

Can I immediately tell what this person's profession or role is?

- ☐ Yes
- ☐ Mostly
- ☐ Not really

Comments:

Can I quickly see how experienced they are?

- ☐ Yes
- ☐ Mostly
- ☐ Not really

Comments:

Would I want to keep reading?

- ☐ Definitely
- ☐ Maybe
- ☐ Probably not

Why?

Part 2 - What Draws Your Eye?

When you first look at your CV, what is the very first thing you notice?

Is that the first thing you want a recruiter to notice?

☐ Yes

☐ No

If not...

What would you rather they notice first?

Part 3 - Quick Scan

Tick any statements that apply.

- ☐ My CV looks clean and easy to read
- ☐ There is plenty of white space
- ☐ The headings stand out clearly
- ☐ My most relevant experience is easy to find
- ☐ My profile is one of the first things people see
- ☐ Nothing looks overcrowded
- ☐ It sounds and feels professional

Comments:

Part 4 - If I Only Had 20 Seconds...

Complete the sentences below. After looking at my CV for just 20 seconds, I would know...

This person works in...

They have experience in...

Their biggest strengths appear to be...

I'm curious to know more about...

Part 5 - Three Things to Improve

What could you change today to make a better first impression?

1.

2.

3.

Reflection

Remember, your CV doesn't need to answer every question in the first 20 seconds.

It simply needs to encourage someone to keep reading.

Ask yourself:

"If I'd never met me before, would this CV make me curious enough to find out more?"

If the answer is "not yet", don't worry.

That's exactly what the rest of this toolkit is here to help with.

Ella's Tip

Recruiters aren't looking for perfection, they're looking for clarity.

A CV that's easy to navigate, easy to understand and clearly communicates your value will almost always outperform one that's overcrowded or trying to say too much.

Now you're ready for Video 2, where we'll work together on one of the most important sections of your CV: your personal profile.

Ready for the Next Step?

I hope you've found this worksheet helpful.

Remember, you don't have to do everything in one sitting. Small improvements soon add up.

If, at any point, you'd like more personalised support, I'd love to help.

Whether that's:

- A personalised CV Review
- Professional CV Writing
- Job Application Support
- Interview Coaching
- Career Clarity Coaching
- My signature Your Next Chapter coaching programme

...I'm here whenever you're ready.

Visit: www.ellacoaching.co.uk

To explore the different ways we can work together.

Good luck with your next application!

Ella. 