

Super Great Résumé Bullets Recommended Target Formula

Action/Power Words ... 20%
Measurable Results 20%
Common Words25%
Industry Terms 35%



If your résumé bullets contain a word mix approximating this formula, you may be confident they will be more powerful than most of the bullets that most job seekers use to describe their employment background.

Strong bullets get the attention of the reader and any Applicant Tracking System, because they are *action & results* oriented, not just a list of duties and responsibilities. The **action** & **results** terms should total approximately **40%** of the words used in bullets.

See examples below:

Super Great Résumé Bullets

Here's an example for a **FRONT OFFICE RECEPTIONIST** who greeted visitors at the HQ facility of a Fortune 100 company with over 750 corporate employees on site.

One *weak bullet* might look like this:

- **“Responsibilities included greeting visitors and guests. Provided visitor badges, answered questions and notified employees of visitors waiting.”**

One *mediocre bullet* might look like this:

- **“Greeted all visitors to our facility in a friendly manner, informing the respective departments of each guest's arrival, and asked guests to wear a visitor's badge.”**

One *strong bullet* using the formula can read thus:

- **“Greeted and welcomed 100% of office visitors within 15 seconds, then notified intended professional hosts.”**

This bullet is a great length (15 words) and its word count is:

- **20%** Action/Power Words (greeted, welcomed, notified)
- **20%** Measurable Metrics (15 seconds, 100%)
- **27%** Common Words (and, of, within, then)
- **33%** Industry Terms (office visitors, intended professional hosts)

This strong bullet illustrates **brevity doesn't dilute impact and may even improve it.**

Super Great Résumé Bullets

Another common position, **CUSTOMER SERVICE REPRESENTATIVE** may have many varied duties and expected results that may be measured in several ways:

A *weak bullet* will leave the résumé reader uninspired:

- **“Receive customer phone calls and complaints, listen to their concerns and help them agree to a satisfactory resolution of their problem.”**

A *mediocre bullet* might look like this:

- **“Received numerous customer calls daily, listening to their concerns, offering possible solutions, thus enabling a continuing customer relationship thereafter.”**

A *strong bullet* leveraging the formula might look like this:

- **“Reduced write-offs 34%, saving thousands of dollars weekly, by carefully questioning unhappy customers, listening to their needs before resolution was offered. Achieved 78% positive survey feedback.”**

This *compound bullet* (2 results) is good length (26 words) & is effectively balanced:

- **19%** Action/Power Words (Reduced, questioning, listening, offered, Achieved)
- **19%** Measurable Metrics (34%, thousands, dollars, weekly, 78%)
- **27%** Common Words (of, by, carefully, to, their, before, was)
- **35%** Industry Terms (write-offs, saving, unhappy, customers, needs, resolution, positive, survey, feedback)

Super Great Résumé Bullets

Let's look at another example for a **SYSTEMS ENGINEER** who helped a business improve its support process to eliminate a customer request backlog.

A *weak bullet* might look like this:

- **“To improve support systems and processes for the sales team and better serve our customer needs and requirements.”**

A *mediocre bullet* might look like this:

- **“Helped improve support processes to reduce RARS backlog and better serve customers with their order requests and speed wait time.”**

A *strong bullet* leveraging the formula might look like this:

- **“Developed tiered FIFO system that eliminated 33% of RARS request backlog in less than four months.”**

This awesome bullet is a nice length (16 words) and word balance comes out to:

- **13%** Action/Power Words (developed, eliminated)
- **19%** Measurable Metrics (33%, four, months)
- **31%** Common Words (that, of, in, less, than)
- **37%** Industry Terms (tiered, FIFO, system, RARS, request, backlog)

Super Great Résumé Bullets

This position, **DIRECTOR OF FINANCE OPERATIONS**, has a broad responsibility.

A *weak bullet* may be a list of responsibilities, without ever showing results:

- “Responsible for worldwide payroll processing, for 13 countries, and 4,500 employees making sure all employees are paid correctly and on time.”

A *mediocre bullet* might look like this:

- “Led transformation and integration team consolidating time-reporting and payroll processing to save time, reduce headcount, and increase accuracy.”

A *strong bullet* leveraging the formula might look like this:

- “Led an international HRIS cross-functional team, consolidating HR, Payroll, Regulatory and Legal systems over 18 months, achieving \$16M annual savings.”

This effective bullet is a nice length (21 words) and word balance comes out to:

- 19% Action/Power Words (Led, consolidating, achieving, savings)
- 19% Measurable Metrics (18, months, \$16M, annual)
- 24% Common Words (an, international, and, systems, over)
- 38% Industry Terms (HRIS, cross-functional, team, HR, Payroll, Regulatory)

**** Almost any résumé can successfully use this bullet formula, by focusing on:**

Why job exists (its purpose) & What result(s) show the incumbent is a success performing the work!