GEB 3213

Lecture 2:
Writing for Purpose and Audience, and
Designing Effective Resumes

Effective Business Writing

1. What is "reader-centered" writing?

Getting Started: Planning to Write

2. What are the three questions you need to answer before you start writing a business document?

The RESUME

3. Why is the resume such an important document?

4. How long on average do employers spend reading a resume?

5. List three methods to ensure that employers see your most important details.

LAYOUT and DESIGN

6. What font size and type should you use?
7. How can you keep the resume concise?

Tailor Your Resume

8. How do you customize your resume to the reader?

Resume Don'ts

9. List three things you should not include or do with your resume.

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End of Outline

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