

# BULLET POINT WRITING WORKSHEET

## CAREER MANAGEMENT



Strong bullet point writing is essential to a competitive resume. This worksheet is designed to help you craft bullet points that will serve you well. The goal of your resume should be consistent formatting, relevant headings, impact-driven bullets, applicable use of industry jargon and distinct skills.

Strong bullets include WHAT, HOW, WHO and WHY/RESULTS of the thing you did!  
Always remember to QUANTIFY results when possible.

### EXAMPLES

- Identified \$150,000 (RESULT) in company (WHO) new sales opportunities (WHAT) through a market analysis of the consumer security market using SQL, Excel and proprietary analytics platforms (HOW).
- Reduced customer service response time (WHAT) by 60% and net customer complaints (RESULT) by analyzing database of customer feedback using Excel (HOW) and developing actionable metrics (RESULT) for department quarterly report (WHO).

### LET'S PRACTICE

*\*Remember to add quantifiers when possible: numbers, percentages, frequency, dollar amounts*

#### 1 WHAT did you do? *(Begin with strong action verb)*

#### 2 HOW did you do it? *(Skills, software, tools used)*

#### 3 WHO did it benefit? *(Company, department, customer, product, budget, etc.)*

#### 4 WHY/RESULT did you do it? *(ex. Save time/money, increase efficiency, provide exceptional experience, etc.)*

### FINAL BULLET

*(More of a rough draft, but a great starting point for a bullet that includes the important components!)*