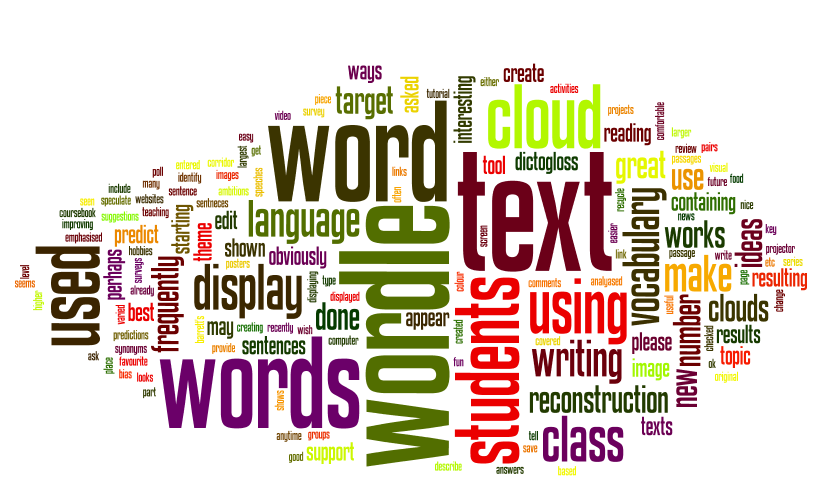
**Discussion:**

**4 Steps to Targeting Your Resume with Key Words**

Today’s Employers are interested in what you know about their organization. Your Résumé needs to reflect not only who you are, but in a way that demonstrates your “strong match” for the position and company. That is most successful when you put key words from the job description into your Résumé. Follow the steps below to create your Key Word Targeted Résumé.

1. Find a Job Posting that interests you.
   1. Review it for duties that play into your strengths and past experience.
   2. Review it for duties that “challenge your non-preferred functions.”
2. Copy the Requirements and Preferred Qualifications to a Word document.
3. Open “TAGCROWD” or “WORDLE” in your browser.
4. Paste the Requirements and Qualifications into the browser.
5. Create your word cloud that sorts the frequency of key words.
6. Do this for the Job Duties section as a separate word cloud.
7. Print or save your word clouds for your review as you edit your Résumé.
8. Bring up your Résumé in Microsoft Word (or whatever you used to create/edit it).
9. Compare your Résumé words to those in the word clouds from your job posting.
10. The largest words in the word cloud represent the most frequently used key words.
11. Add those words that also describe your past experience/skills/knowledge/abilities to your Résumé.
12. Use the thesaurus function or Synonyms (right click after highlighting a word) to compare your Résumé words and those in the word cloud.
13. Edit your Résumé by including key words as you describe your professional summary, skills, knowledge, experience and abilities.