 Plus 70 metrics
ideas you can use!

Prepared By
CEOMichaelHR

Write Better Bullets



**Learn our professional writing
in 3 easy steps**

**Formula to write job-winning
resume bullet points**



Are you wondering why your resume isn't working?

Hey there, job seeker. How's everything going? We feel for you, pacing around your room... staring at your screen... deleting, typing, then deleting again...

Ready to just be done with this darn resume and land a job already?!

You might be looking for your first job or your fifteenth. Maybe you're touching up the resume you just drafted in college, or looking at your old resume for the first time in ten years. And perhaps you're just starting out in your job search, or you've been struggling for several months now.

No matter your career situation, writing a resume is tough. But we have a tip that we're sure will make it easier.

You see, we're a network of professional resume writers and recruiters. As you can tell by the last letters of our name, CEOMichaelHR.

We love the power of good writing and we know that improving your writing can sure **land you that dream job seamlessly**.



If you're wondering why you're not landing interviews, it's not because the recruiters are bad at their jobs. It's not that your resume isn't ~fancy~

enough with bells and whistles like graphics and timelines. And it's likely not the fault of those ATS "robots" you keep hearing about, either.

It's probably just that you need to sell your accomplishments better in your writing.

That's why this free guide is going to show you the same 3-step formula that our professional writers use to craft job-winning bullet points.

A great resume is not a book report – it's a sales pitch. Recruiters want to see proof that you can excel at the job they're hiring for. And the way to do that in your resume is by showcasing relevant accomplishments with the bullet points under each job, instead of just listing your duties.

This is square one with your resume. ***If you learn this foundational skill, your resume has a better shot at getting noticed.***

So, let's walk through this 3-step formula together. To remember it, take a trip back to the 90's, conjure up some images of Vanilla Ice and Blockbuster, and remember this acronym: **VCR** (Bet you never thought that word would be important again, huh?)

Every good resume bullet includes:

- #1: **Verb**
- #2: **Contribution**
- #3: **Result**

It also includes **metrics** – numbers that are used in steps #2 and #3 to make your accomplishments pop out. The last page has 70 examples of metrics you can use!

STEP 1: Verb

What did you do?



Every great accomplishment starts with a single step. A single action.

It makes sense, then, that every great bullet point begins with an action word – an active, engaging verb.

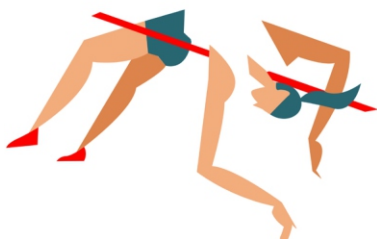
Active verbs are important because they put the focus on you. You're the star of your resume, after all. That's why you should never lead your bullets with phrases like "Responsible for" or "Duties included." They're boring!

Instead, start each accomplishment with a unique, exciting verb that highlights the action you took. Rather than something like: "**Responsible for** budgeting...", a good bullet with an action verb might start with: "**Implemented** budgeting strategies..."

Want to see another example?

"**Duties included producing video content for...**" could become: "**Produced** video content for..."

Choose an action verb that suits the accomplishment this bullet is about. A few good examples of unique verbs include:



- Achieved
- Exceeded
- Overcame
- Analyzed
- Executed
- Performed
- Attained
- Fulfilled
- Researched
- Collaborated
- Implemented
- Reviewed
- Conducted
- Interpreted
- Spearheaded
- Enacted
- Launched
- Studied

Take care to vary your choice of verbs throughout your resume, too. It's easy to say "managed", "led", and "collaborated" several times, and that gets boring.

Now that you've started off strong with an active verb, let's dig into...





STEP 2: Contribution

How did you do it?



Imagine you're bragging about something to your best friend. Whether it's a big promotion, landing a first date, or a crushing victory on your volleyball team, they're probably going to say...

"Give me the details!"

Similarly, recruiters want to know more about your work wins on your resume. Follow up on your active verb by concisely describing a specific contribution – a challenge you addressed and the skills you used to do so.

For example, if you're a Social Media Manager, **"Created daily Facebook posts..."** isn't a good contribution. Your job title already makes it obvious that you did that, just like every other Social Media Manager!

Instead, try something like **"Collaborated with creative team to implement new strategy of creating and posting original memes on Facebook..."**

Your contribution should focus on how you impacted a given project, without too much detail on the project itself. Give context, but remember that you don't have much space on your resume – bullets shouldn't be longer than 1-2 lines.

Look at how much detail you can remove from this bullet:

- Designed and implemented new Lean process that changed workers' break schedules and streamlined process for cleaning machines by using new chemical for cleaning blades and requiring supervisor sign-offs at the end of each shift, decreasing Q4 production costs by 30%
- Designed and implemented new Lean process for production line, decreasing Q4 production costs by 30%

That second bullet still demonstrates an important skill because it describes what you did. It saves a ton of words!

Ready to make your bullet point really shine?





STEP 3: Result

What was the impact?

No bullet is complete without an answer to one simple question: “So what?”

To truly prove that you’re the best candidate, your resume needs to show how each contribution impacted the organization you were working for. The result is arguably the most important part of each bullet, because it validates your claims.

While we’re thinking of the 90’s, it’s the proof that lets you say “How do you like them apples?!”

Your result will usually show how your contribution either a) made the company money/resources or b) saved the company money/resources.

Here’s an example of a bullet with a result of **making resources**:

- Collaborated with business analysis team to produce slide deck for successful negotiation with key client, **resulting in the closure of a \$100K deal**

Without mentioning that this negotiation led to a closed deal, this bullet would name your skill but not prove it. You can say that you’re good at collaboration and negotiation, or you can let that \$100K deal say it for you!

And here’s one that results in **saving resources**:

- Directed team of six IT specialists to complete major data migration project using Microsoft Active Directory, **enabling use of new platform for 1,500 employee user accounts two weeks ahead of schedule**

This initiative didn’t have a dollar amount attached to it, but the result still proves that it made life easier for 1,500 employees, thereby increasing efficiency and saving time.

Plus, not every bullet is going to have a direct, tangible result. That’s okay! Try as hard as you can to find a concrete, quantifiable result, but if you truly can’t, you can still explain how your contribution impacted the company:

- Reviewed 10-12 print stories for six monthly magazine issues, using fact-checking and proofreading skills to ensure maximum accuracy

In this case, the contribution resulted in typo-free stories published in a magazine, which is clearly still valuable.



THE FINAL TOUCH: Metrics

Bring your bullets to life with numbers!

If your bullet has steps 1, 2, and 3 of the VCR formula, you've done a good job showcasing an accomplishment that a recruiter will take note of.

But you still need to make sure you're using one key ingredient in step 2 and/or step 3. If your bullet doesn't have **numbers**, it's a bit lifeless.

Metrics make your bullet leap off the page. They're crucial for enhancing your contributions and results, because they make them more specific.

For example, just saying that you closed a deal is kind of impressive, but it leaves questions unanswered. Was the deal for \$1K or \$100K? If you don't tell your reader, they might assume it's lower and you'll miss a chance to impress them!

Add metrics in as many bullets as you can. And I know, I can already hear you saying it...

"But I don't have any numbers! We didn't track anything!"

Yes, you DO have numbers you can use! They just might not be what you think.

Here's a list of 70 potential metrics you can use for steps 2 and 3. Look through them and see if any apply to your situation.

Metrics for Contributions



- › Accounts you managed
- › Blog posts or articles you wrote, edited, or published
- › Bytes of data you handled
- › Classes you scheduled
- › Classes you taught
- › Customers served daily/weekly/monthly
- › Departments or partners you worked with
- › Dollar value of the budget that you managed
- › Dollar value of the project that you worked on
- › Dollar value you spent on an ad campaign
- › Event attendees you spoke to
- › Events you organized or spoke for
- › Exit interviews you conducted
- › Helpdesk tickets or customer requests you resolved daily/weekly/monthly
- › Line items in Excel that you worked with
- › Lines of code you wrote
- › People you hired
- › People you onboarded
- › People you trained
- › Pictures or video clips you created
- › Projects you managed simultaneously
- › Prospects you cold-called
- › Prospects you sent an email blast to
- › Social media accounts you managed
- › Social media posts you created
- › Students you taught per class
- › Team members you collaborated with
- › Team members you led
- › Volunteers you recruited
- › Words you wrote for a single post, article, or eBook

Metrics for Results

➤ MAKING MONEY/RESOURCES



- › % by which you increased sales over a month/quarter/year
- › % click rate of your emails
- › % open rate of your emails
- › % increase in your web traffic
- › % of your average client conversion rate
- › Daily active users on your app
- › Dollar amount of a budget that you got approved
- › Dollar amount of a deal you closed
- › Dollar amount of the average or total donations you made or received
- › Dollar amount that you fundraised
- › Followers your ads or content reached
- › Increase in positive reviews
- › Increase in referrals generated
- › Increase in survey responses received
- › New events scheduled
- › New partnerships started
- › New one-time or regular donors
- › Newsletter signups or lead magnets downloaded
- › Pageviews your blog post or webpage got
- › People you mentored who were promoted
- › Sales calls (or meetings) scheduled or completed
- › Students you taught who achieved a certain test score/were accepted into a program
- › Views on your video or livestream
- › Views/comments/like/shares your social post(s) got

➤ SAVING MONEY/RESOURCES



- › Amount of time you saved on a project (e.g., "two weeks ahead of schedule")
- › Decrease in escalations
- › Decrease in refunds
- › Decrease in time-to-hire
- › Decrease in customer wait time
- › Decrease in web page load time
- › Decrease in web page exit rate or bounce rate
- › Decrease in wasted materials
- › Decrease in overhead costs
- › Decrease in help desk tickets/service requests
- › Decrease in employee complaints
- › Dollar amount by which you were under budget
- › Dollar amount by which you cut a total monthly/yearly budget
- › Increase in people you were able to serve
- › Increase in average worker productivity
- › Increase in average yield per batch



It really does work.
Let's work together!

Crafting better bullet points is the key to unlocking your next job.
Focus on your accomplishments, not just your duties, and you'll be
on your way to more interviews.

So, what's your next step from here?

If you loved these steps and want more resume advice, or if you're
overwhelmed by the prospect of writing these bullets yourself,
we're here to help.

We've equipped **thousands of job seekers** with better resumes,
cover letters, linkedIn profiles, and professional bios.

Explore our options for help with your applications today!