

TAILORING DOCUMENTS

TAILORING AND ITS SIGNIFICANCE

The job market has become increasingly competitive with each passing year as the number of qualified, competitive applicants increases. Tailoring is the process of taking keywords and components from the desired job description and incorporating those elements into your resume and cover letter. This process of “tailoring” your documents gives a competitive edge to your application, making you stand out among the hundreds of applications submitted.

Tailoring can help you transform this:

Starbucks, Riverside, CA
Lead Barista

May 2020-Present



- Provide excellent customer service by taking and serving guest orders
- Create store team schedule biannually

Into this:

Starbucks, Riverside, CA
Lead Barista

May 2020-Present



- Collaborate with four other employees to provide smooth interactions with customers during peak hours of the day, serving at least 40 customers within a morning rush
- Assign appropriate work hours to team of seven Baristas every six months to ensure coverage of the store throughout the entire day

HOW TO TAILOR A DOCUMENT

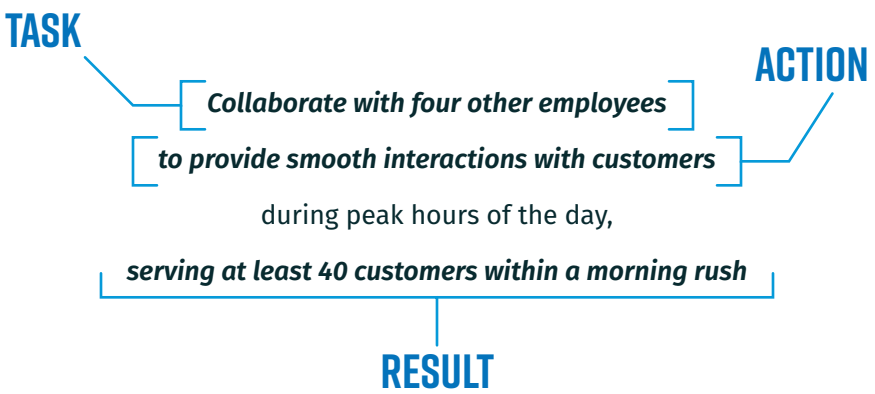


Step 1: Highlight key features and themes indicated in the job description

Step 2: Effectively communicate applicable features and themes highlighted in Step 1 within the context of your experience using the TAR method.

THE TAR METHOD AND HOW TO USE IT

The TAR method is a tool to help you effectively communicate your experience on a resume and cover letter. Simply identify the **TASK** assigned to you, the **ACTION** required to do the task, and, perhaps most importantly, the **RESULT** of that task. For example:



In Your Resume

- Bullet points start with an **action verb** (in the appropriate tense) that demonstrates the key skill being used to complete the task being described. This is followed by enough detail to explain the action(s) by which the task was completed as well as the end result of each task.
- Adding **quantitative data** to your bullet points is a great way to add detail or communicate the results of your completed tasks.
- Try to use different **action verbs** to start each bullet point to avoid repetition and show a varied skillset.
- Identify specific **software**, as applicable, from the job description in your resume/cover letter.

Starbucks, Riverside, CA
Lead Barista

May 2020-Present

- **Collaborate** with four other employees to provide smooth interactions with customers during peak hours of the day, serving at least 40 customers within a morning rush
- **Assign** appropriate work hours to **team of seven Baristas every six months [quantitative data]** to ensure coverage of the store throughout the entire day

Phi Delta Epsilon, Riverside, CA
Secretary

September 2020-Present

- **Catalog** complete and accurate meeting notes weekly to ensure up-to-date information for all members of the organization
- **Create** comprehensive databases of all expenditures of organization funds using **Excel Spreadsheets [software]** to ensure accurate logs

In Your Cover Letter

The cover letter is an opportunity where you can communicate, in even greater detail, 2-3 key tasks that each demonstrate a unique skill that is relevant to the position to which you are applying.

Sample: I believe that my experience and skills in organization and customer service would be an invaluable asset to your organization. My experience working as a Lead Barista has given me the opportunity to **handle large volumes of customers in a timely and organized fashion. [Task]** During the May 4th Star Wars promotion, I was able to direct and collaborate with my six-member team and **serve 60 customers during the first hour in a concise and professional manner. [Action]** My team and I were able to achieve a 15% increase in profit from that first hour alone. Furthermore, in my role as secretary of Phi Delta Epsilon, I have had the opportunity to catalog all the expenditures during a community health fair, where **I was able to keep 100% accuracy of all funds being used and raised. [Result]**