

TAILORING DOCUMENTS

TAILORING AND ITS SIGNIFICANCE

Tailoring is taking keywords and components from the desired job description and incorporating those elements into your resume and cover letter. **Tailoring** gives you a competitive edge as you are aligning your application materials to what the employer is seeking.

An example of how tailoring can transform your bullet points from this:

Starbucks, Riverside, CA
Lead Barista

May 2021-Present



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

Into this:

Starbucks, Riverside, CA **Lead Barista**

May 2021-Present



- Served approximately 40 customers within morning rush using effective communication and attention to detail to deliver efficient and accurate service
- 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:

TASK

ACTION

*Served approximately 40 customers within morning rush (TASK)
by using effective communication and attention to detail (ACTION)
to deliver efficient and accurate service. (RESULT)*

RESULT

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 2021-Present

- Served approximately 40 customers within morning rush using effective communication and attention to detail to deliver efficient and accurate service.
- 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 to connect your experiences with the skills required for the job.

Sample: I believe that my experience and skills in organization and customer service would be an invaluable asset to your organization. As a lead Barista, I **handled large volumes of customers in a timely and organized manner. [Task]** During the May 4th Star Wars promotion, I directed and collaborated with a seven-member team and **served 60 customers during the first hour. [Action]** My team and I achieved a 15% increase in profit from that first hour alone. Furthermore, in my role as Secretary of Phi Delta Epsilon, I cataloged the expenditures during a community health fair, where **I kept 100% accuracy of all funds being used and raised. [Result]**