

# **BULLETS THAT SHOW, NOT TELL**

*A TIP SHEET BY THE PALM BEACH ATLANTIC OFFICE OF CAREER DEVELOPMENT*

## **What exactly is a “show, don’t tell” bullet?**

It’s a bullet point that demonstrates your skills through experience. Think about if someone said “I’m great at invasive surgeries.” You probably wouldn’t let them give you a heart transplant unless they had somehow shown you that they were more than just talk. Bullet points are kind of like that; it’s easy to say that you have a certain skill, but that doesn’t mean much if you can’t showcase it through your experience.

### **BULLETS THAT TELL**

### **BULLETS THAT SHOW**

Filed documents.

Reorganized office filing system, including over 1,000 office files, in under 3 hours.

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Valuable sales employee.

Contacted and maintained strong relationships with new customers resulting in an increase of sales by 12%

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Trained employees

Trained 19 employees in sales, customer service, and machine operation over the course of two weeks.

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Planned programs

Organized and executed 6 programs over a 4 month period covering topics such as study skills, stress reduction, and roommate relations.

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Taught soccer.

Taught team of 15 adolescent girls how to organize plays, create scoring techniques and build physical stamina resulting in 7 out of 10 winning games during a 3 month season.

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Took orders for lunch and dinner hours.

Served over 100 customers a day during lunch and dinner hours by taking orders and delivering food.

# Resume Bullet Points

**Purpose:** Demonstrate your skills and experiences in further detail

**Formula:**

**SKILL/WHAT**  
**you did**

+

**HOW**  
**you did it**

=

**RESULTS**  
**you achieved**

Use strong action verbs!

Examples:

Addressed, developed, negotiated, recruited, designed, analyzed, guided, coordinated, reviewed, advised, programmed

What were you doing in this position?

Examples: Did you organize events? Did you work with a team? Did you use a specific program/ process?

What was the purpose/goal?

Examples: What sort of qualitative or quantitative results did your effort produce?

**Practice:**

[Empty box for Skill/What]

+

[Empty box for How]

=

[Empty box for Results]