

# How to Write a Bullet Point

## How to Write a Bullet Point

1. Think of the skill you want to showcase.
2. Write it as a simple statement that starts with a verb.
3. Add context to the statement by answering any of these questions:
  - How did you do it?
  - How many/ how much/ how often?
  - Whom did it help?
  - Why did it matter?
  - What was the result?

## What does that look like?

1. Think of the skill you want to showcase.  
*Marketing*
2. Write it as a simple statement that starts with a verb.  
*Promoted events*
3. Add context to the statement by answering any of these questions:
  - How did you do it?  
*Planned and implemented long-term marketing strategies to promote events*
  - How many/ how much/ how often?  
*Promoted 5-10 major events every semester*
  - Why did it matter?  
*Promoted campus events to raise awareness of community issues and encourage student civic engagement*

## Real World Examples

| Before  | After   |
|---|---|
| <ul style="list-style-type: none"><li>• Responsibilities included beach clean ups and blogging about them</li><li>• Working at the reception desk to give directions to tourists visiting the embassy</li><li>• Dealt with angry or frustrated customers with a smile on my face</li><li>• I had to do ice and heat therapy for injuries</li><li>• I am responsible for filing paperwork, making copies, answering the phone, and covering the reception desk</li></ul> | <ul style="list-style-type: none"><li>• <i>Wrote daily blog posts documenting community beach cleanups to raise awareness of threats to ocean life</i></li><li>• <i>Provided a friendly and engaging welcome to Embassy visitors representing more than 35 countries around the world</i></li><li>• <i>Prioritized customer satisfaction, leading to 100% positive performance reviews by Secret Shoppers</i></li><li>• <i>Coached patients through therapeutic exercises and applied ice and heat therapy as needed for athletic injuries</i></li><li>• <i>Coordinate daily operations, scheduling, and filing for a busy office of 25 professionals</i></li></ul> |