

field and the job description. Look for likely keywords in the employer's description of the job you seek, and name your specific skills. Write concretely with words like *manager* (not *person with responsibility for*) and *reporter* (not *staff member who reports*).

3 Creating an online profile

Many job seekers use social-networking sites such as *LinkedIn* to create online profiles. Like a résumé, an online profile should state the position you seek and use keywords to accurately describe your education, skills, and previous work and volunteer experience. In addition, an online profile often contains the following:

- A summary of your qualifications, goals, and experience, similar to the opening paragraphs of a cover letter.
- A portfolio of your best projects that are relevant to the job you seek—for instance, writing that you completed for classes, internships, or jobs.
- A current, high-quality headshot of you, dressed as you would be for a job.

14d

Writing memos, reports, and proposals

1 Memos

Business memos address people within the same organization. Most memos deal briefly with a specific topic, such as an answer to a question or an evaluation.

The content of a memo comes quickly to the point and discusses it efficiently. State your reason for writing in the first sentence. Devote the first paragraph to a concise presentation of your answer, conclusion, or evaluation. In the rest of the memo explain your reasoning or evidence. Use headings or lists as appropriate to highlight key information. Memos are usually sent by e-mail. See the sample on the next page and consult the guidelines on pp. 79–80 for using e-mail and other electronic communication.

2 Reports and proposals

Reports and proposals are text-heavy documents, sometimes lengthy, that convey information such as the results of research, a plan for action, or a recommendation for change. Reports and proposals usually divide into sections. The sections vary depending on the purpose of the document, but usually they

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