

## Chapter 03: Professional Writing

## Part one: Curriculum vitae

Curriculum vitae is Latin for "course of life". It's a collection of information on civil status, skills, diplomas and past activities.

➔ There are several basic codes to respect when writing a CV

**Typography** (*font style, letters size, space between letters...*): Typography the art of arranging letters and text in a way that makes the copy clear, and visually appealing to the reader. It is the first contact between the applicant and the recipient.

- Keep your CV as short as possible. Easy to read, (because if it's read quickly, it will look shorter).
- The typography should be classic
- Typical font size is 12 (**Times New Roman** or **Arial**). Above 12 give the impression of dealing with filler, below that, can be too small for the average reader who may have bad eyesight.
- The spelling must be impeccable, with no abbreviations, no phonetic translations and no use of words not recognized by the dictionary

## **Here are seven basic steps for writing a CV:**

1. Create a header with contact information
2. Write a professional summary, if necessary
3. Detail your education
4. Provide your work experience
5. List your relevant skills (eg: language skills...)
6. Include additional sections, if necessary
7. Describe your personal interests (optional) = hobbies

## **The picture**

- Placed in the top corner, opposite your contact details, with the same horizontal alignment,
- This symmetry is important, because the CV contains both your qualities and your defects (imperfections). An ill-fitting or oversized photo reflects poorly on you in the eyes of your potential recruiter.

Here are a few tips:

- Choose a good photographer. Have it done professionally
- Focus on the eyes. It expresses your character and motivation (look at the lens!)
- Don't make your smile look forced. Avoid showing your teeth.
- Use a white background

## **The central title**

Do not put your name or photography in the center.

The important thing in your CV is not you as a person, but the solution and the skills you can bring.

In the center, you should put the position you're applying for. Use a larger font than the rest of the document.

## The advertising banner (optional)

Comes below the main title. It includes: main qualities, objectives and motivations.

- ❑ **Education:** List your different diplomas by giving the title of your diploma, the year you obtained it and the school or university that delivered it
- ❑ **Work experience:** Describe the different work positions you occupied during your career path and their duration.
- ❑ **Essential skills:** these are presented in the form of a list, so that they can be read and understood.
- ❑ **The goodwills:** Refer to what you have in addition to your skills and achievements, either in immaterial or technical qualities, such as:
  - team management
  - listening to others
  - listening to requests
  - open-mindedness
- ❑ **Objectives and motivations:** Use this section to explain their objectives to the recruiter. Should provide a link between the candidate and his/her future position.

## Part Two: The Professional e-mail

### What is a professional e-mail?

- In the context of professional exchanges.
- the message must be clear and effective.
- Your recipient must immediately understand your message, but also be motivated to react to it

### **A business mail is therefore effective if it meets the following 7 requirements:**

- 1- on reading the "subject", the recipient immediately understands what it's about and how it concerns him/her.
- 2-on skimming the run, the recipient should have a general idea of the message being conveyed.
- 3- The recipient can read the mail quickly, without stumbling over certain words or having to reread certain sentences.
- 4- The recipient understands the message you're trying to convey.
- 5- after a first reading, the recipient easily remembers the key message and the necessary information given
- 6- if the mail asks the recipient to perform a task, he or she knows exactly what to do and how to do it.
- 7- if an action is requested, the recipient is motivated to act or react

## How to write a professional email:

**Step 01: Before writing, I answer the following four questions:**

1- Why should I write this mail?

- ✓ To inform you of something?
- ✓ To request information or action?
- ✓ to respond with information?
- ✓ to explain something?
- ✓ to convince someone of something?

2- Who is my mail addressed to?

- ✓ a teacher? a colleague? an administration?
- ✓ Does my addressee know the subject and the technical notions I'm talking about?

3- In short, what is the message I want to convey?

## **Step 02: I gather the information my mail should contain**

1-Gather data: address and contact details

2- I collect the information my mail will contain on post-it notes or a mind map (organize your thoughts)

## **Step 03: Structure the information**

1- I choose a plan that suits the message I need to convey

2- If possible, I start by telling the reader what's relevant to him/her, then give the main information or request for action.

## **Step 04: I write my mail**

1- I write a first draft of my mail

2- I reread my mail and rephrase it to make it clear and user-friendly. Check: word choice, short sentences, concise wording, concrete style, correct spelling, grammar and punctuation

## **Step 05: I give my mails a layout (format) that makes them easy to read**

1- group ideas into paragraphs

2- use bullets if necessary

3- put key words or phrases in bold

**Step 06: *I frame my mail***

- 1- target your recipients
- 2- write an appropriate subject line
- 3- add a professional signature
- 4- take care of the visual presentation

**Step 07: *I check that my mail is effective***

- 1- Proofread
- 2- I make a final correction
- 3- Send the e-mail and check that it has been received

## Polite ways to finish an email:

### Use standard phrases before signing off such as:

- *I look forward to [your reply, hearing form you, working with you, etc.]*
- *I am excited to [work with you, get together, collaborate, see what comes next, etc.],*
- *I eagerly await [your reply, your response, hearing from you, etc.]*

### Use polite ending to sign off such as:

- Best regards; Sincerely yours; Cordially; Respectfully yours, With respect; With sincere thanks...