One of the keys to convincing potential employers that you are qualified for a position is to provide details and tell stories that illustrate that you have the skills they value. Read the job or internship posting closely, make a list of the skills and experiences the employer requires and the job duties they want you to perform, and then start to think about how you can describe your past experiences in a way that demonstrates that you can do the job. Consider using the S.T.A.R. structure: Describe the Situation, the Tasks you had to complete, the Actions you performed and conclude with details about the Results of your work.

These details and stories will make your resume, cover letter and interview more interesting for the reader or interviewer. Use a sheet like this to develop your best stories for the target job or internship.

MARKET YOURSELF

1. Position Requirements
   Read closely and list all the skills, qualifications and job duties in the posting.
   
   Leadership

2. Your Qualifications and Experience
   List the titles of internships, jobs, campus activities and volunteer experiences that show you can perform the job duties.
   
   President – Brown Student Government

3. Your Stories
   Describe tasks you performed, using numbers, outcome, and other details, in a way that demonstrates you’ve got the skill or experience the employer is asking for in the posting.
   
   Led a team of 6 fellow students and 2 college administrators in organizing a carnival on the main green.
   Coordinated publicity, activity rental, and day-of staffing of the Oktoberfest event.
   Raised $10,000 from 1000 student attendees.
   Purchased books and supplies for Providence elementary schools.