

HOW TO WRITE A JOB APPLICATION

Simone Janson (ed.)



Sell yourself thanks to cover & motivation
letter instead of only applying online & offline, conduct
interviews with perfect resume, use templates

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Imprint

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because there are still many myths about the right application method: is it better to apply online or is the classic application portfolio still going? What should the perfect resume look like? Is the much-discussed cover letter obsolete or is it still necessary for the employer in particular? And what role do reputation management & motivation letters play? This book clarifies these and many other questions and helps applicants to present themselves to potential employers in the best possible way as a personal brand in the application process and to gain experience. If you then still know what HR staff really pay attention to in the job interview, there is almost nothing standing in the way of hiring.

In addition, our unique [publishing concept](#) offers you many best practice tips and examples from successful managers, entrepreneurs and other exciting personalities.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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Creative CV and pattern: How much creativity is allowed?

// By Simone Janson

The CV is practically the linchpin of every application. And he allows more conclusions about the qualifications and experience of the applicant than, for example, the cover letter. But how do you design the resume correctly?

What the CV tells you about you

A resume is traitorous. Erroneous errors indicate sloppiness. Or that the applicant simply has a lot to look after.

An original curriculum vitae will score the applicant in terms of creativity. But if it is structured well, it shows that its author can structure itself well.

How much creativity is allowed?

The curriculum vitae recommends adherence to a strict chronology, according to which the current position is listed at the top. The American variant has meanwhile also prevailed in Germany as far as possible. The basic structure of a resume looks like this:

- Personal data
- Professional Experience
- Training
- Interests

Mention children and marital status or not?

In addition, there is a constant demand for mandatory information in the CV - such as the question of marital status or children. Agnes Stock, HR Consultant at Kelly Services, advises:

"Children do not have to be mentioned if their existence has no relevance and has no impact on the intended employment relationship - for example with regard to full-time employment." Such information is rather uncommon internationally, which is why managers, in particular, did not ask this question at all.

How much more can be?

It is far more important that the application matches the tone in the respective branch. Every applicant should ask themselves the following questions:

- What is common in my industry?
- Is the basic information already enough to attract the desired attention?
- Can I make my CV more creative?
- And to what extent can a CV be customized?

The industry is important

How much more can be more is different from industry to industry. In the communications sector, for example, in marketing or design, the design of the CV can be a bit more creative.

We have the subject of creative resume now multiple times Best of HR – Berufebilder.de® discussed. For example, the application of Jeanne Hwang with Pinterest, which I personally found too confusing. Or the very unusual social media resume of Hagan Blount, who had visualized his CV as a modern graphic.

Social media style is often still needed

As a result, I have on Best of HR – Berufebilder.de® asked the question: how extraordinary may CVs be? And how destructive? The reactions were also divided here: some thought it was good and original, the others rather getting used to.

This shows how many people's CVs in the new social media style are still getting used to - even if social media have certainly fundamentally changed our communication habits.

Key facts at a glance

Personnel who get used to social media have now been trained to capture and evaluate relevant texts according to a particular pattern at a glance. Still others still prefer the old, classic school.

Because even in the social networks, descriptions of people are also very fast to the point and are appropriately structured and visually equipped. The extreme case is certainly Twitter with its 140 character per profile.

Brevity is the soul of wit

It is precisely this brevity and spice that the contact person then also in the CV. Means in the plain text: On the cover sheet the most important facts should appear to the applicant, so that they are recognizable at a glance.

At the same time, however, a sensible structure and a good, meaningful photo should not be left out - the lack of these features was one of the main criticisms of such creative CVs.