How to Write Accomplishments

Rule 1: Think need/benefit linkage. The first part of the accomplishment alludes to the need where the second portion defines the benefit derived.

Rule 2: Use this form. Perform-**ed** such and such**,** result-**ing** in such and such with metrics if possible.

Rule 3: Use 10 to 12 pitch font with standard margins.

Rule 4: Accomplishment must be two lines in length, no more no less. If an accomplishment is only one line it is too insignificant. If it takes more than two lines to describe, it is more than one accomplishment.

Rule 5: Avoid use of definite and indefinite articles. Use acronyms if understood in industry.

Rule 6: Use words that sizzle. Use strong verbs that describe the work performed and ongoing affect.

Rule 7: Do not confuse cause and effect. As an example consider these two accomplishments:

3. Produced prototype run of SMGA technology for Tanner, facilitating the completion of deliverable for Navy program.

3. Provided design, test, and verification of production run of SMGA technology for Tanner, facilitating the completion of deliverable for Navy program.

    The first accomplish above confuses cause with the effect. The use of word "Produced" is the effect of the causes "design, test, and verification". The first one begs explanation of what occurred. The second is explicit.

Rule 8: Avoid using "resulting in". Find another way of expanding the meaning of the benefit.

Expert
1. Conceived, specified, and developed online web client tools, empowering clients with ability to make changes to web page content through point and click editing.
2. Developed ISP hosting environment, providing high speed, secure, reliable 24/7 web site hosting and email servers for company's client base.
3. Built flexible integrated web design solutions, reducing development costs while increasing reliability and enhancing maintainability of client sites.
4. Integrated powerful server object oriented scripting and database structures with client side interactive interfaces, creating intelligent and dynamic page behavior
5. Created proprietary e-commerce solution for low volume online transactions, enabling small concerns to sell online using low cost resale merchant account.
6. Invented unique object orient control of process flow, making intricate custom site behavior generic by structure but specific by client definition.

Lay
1. ATI has developed innovative web site product lines, offering our clients powerful tools to point, click, and alter page content from any browser, anywhere, anytime.
2. ATI has brokered an ISP hosting environment through a local and accessible systems house, providing high speed, secure, and reliable 24/7 service for its clients.
3. ATI built into its product line flexible integrated solutions, reducing development costs while increasing reliability and enhancing maintainability of client sites.
4. ATI has built into its products powerful objects that utilizes the muscle of the site server and harnesses the browser capabilities to create dynamic and interactive applications.
5. ATI recognized that merchant account fees prohibit most businesses with low volumes from taking advantage of online business, developed an e-commerce solution, opening opportunities for small businesses to sell online.
6. ATI has pursued a new way of looking at process control and has invented a unique method of controlling processes, making intricate custom site applications and development possible and economically affordable.

Commercial
1. It's your business. It's your content. It's yours to make timely changes.
2. You are not just a number so no rinky-dink hosting. You get high speed, secure, ATI servers that are dedicated and fully supported by a team of experts on call 24/7.
3. You get the custom site you want and deserve for production prices.
4. You get applications that pop with intelligent interactivity to guide the visitors to your site.
5. Your site is a 24/7 online salesman even if your volume does not merit your own credit card merchant account.
6. You get the inventiveness of ATI to propel your online applications.

Expert: Write it as you understand it.
Lay: Write so someone else understands it.
Commercial: Write it from a prospective client point of view.

Expert	Lay	Commercial
Conceived, specified, and developed online web client tools, empowering clients with ability to make changes to web page content through point and click editing.	ATI has developed **innovative** web site product lines, offering our clients **powerful** tools to point, click, and alter page content from any browser, anywhere, anytime.	It's your business. It's your content. It's yours to make timely changes.
Developed ISP hosting environment, providing high speed, secure, reliable 24/7 web site hosting and email servers for company's client base.	ATI has brokered an ISP hosting environment through a local and accessible systems house, providing **high speed**, **secure**, and **reliable 24/7** service for its clients.	You are not just a number so no rinky-dink hosting. You get high speed, secure, ATI servers that are dedicated and fully supported by a team of experts on call 24/7.
Built flexible integrated web design solutions, reducing development costs while increasing reliability and enhancing maintainability of client sites.	ATI built into its product line **flexible integrated** solutions, reducing development costs while increasing **reliability** and enhancing **maintainability** of client sites.	You get the custom site you want and deserve for production prices.
Integrated powerful server object oriented scripting and database structures with client side interactive interfaces, creating intelligent and dynamic page behavior	ATI has built into its products **powerful** objects that utilizes the muscle of the site server and harnesses the browser capabilities to create **dynamic** and **interactive** applications.	You get applications that pop with intelligent interactivity to guide the visitors to your site.
Created proprietary e-commerce solution for low volume online transactions, enabling small concerns to sell online using low cost resale merchant account.	ATI is **responsive** and **sensitive** to client needs**,** recognized that merchant account fees prohibit most businesses with low volumes from taking advantage of online business, and developed an e-commerce solution, opening opportunities for small businesses to sell online.	You site is a 24/7 online salesman even if your volume does not merit your own credit card merchant account.
Invented unique object orient control of process flow, making intricate custom site behavior generic by structure but specific by client definition.	ATI has pursued a **new way** of looking at process control and has invented a **unique** method, making **intricate** custom site applications and development possible and **economical**ly **affordable**.	You get the inventiveness of ATI to propel your online applications.

Expert: Write it as you understand it.
Lay: Write so someone else understands it.
Commercial: Write it from a prospective client point of view.

Collect the adjectives from your Lay version and list them here. Using the four parts of a sale, write a version that incorporates the adjectives and the gist of what you do.

Adjectives
Innovative, powerful, high speed, secure, reliable 24/7, flexible, integrated, maintainable, dynamic, interactive, responsive, sensitive, inventive (new way), unique, intricate, economical, affordable
Attention
Does your webmaster wear a pointed hat, waive a wand, and invoke incantations? How much control do you have? Is your site up to date?
Need
If your site is out of date, you may be losing income. Your website should be changeable and by you. Your business is dynamic so your web site should reflect that. Your site should be secure, reliable, accessed at the highest speed, and always there. It should fit your customer needs, to be responsive and intelligently interactive to guide visitors to do business with you.
Benefit
ATI is sensitive and has anticipated your needs. ATI has built flexibility into its products. Form your business needs; we build a dynamic integrated site for you where every page fetched is built on the spot, the very latest version. With a fresh inventive view, and a commitment to find economic and affordable online solutions, ATI will empower you to be your own wizard.
Close
Make an appointment now for a no-charge evaluation of your Internet needs, today.

Keep rewriting the message until you can repeat it out loud within 15 seconds.

Attention
Does your webmaster wear a pointed hat?
Need
Is your site outdated? Is it dynamic like your business? Is it secure, reliable, fast, always there, responsive and smart, guiding visitors to do business? Losing business?
Benefit
ATI's forward approach fits your business to pages that stay current. Inventive, committed to solid, economic and affordable solutions, ATI empowers you to be a wizard.
Close
Make an appointment, today - no charge.

NOTE: You can perform the same exercise highlighting either the Lay accomplishments verbs or nouns. Note that either exercise will produce results that are more matter of fact and have less impact. Verbs and nouns will sell meat. Adjectives will sell sizzling steak.

Expert	Lay	Commercial

Expert: Write it as you understand it.
Lay: Write so someone else understands it.
Commercial: Write it from a prospective client point of view.

Collect the adjectives from your Lay version and list them here. Using the four parts of a sale, write a version that incorporates the adjectives and the gist of what you do.

Adjectives
Attention
Need
Benefit
Close

Keep rewriting the message until you can repeat it out loud within 15 seconds.

Attention
Need
Benefit
Close

NOTE: You can perform the same exercise highlighting either the Lay accomplishments verbs or nouns. Note that either exercise will produce results that are more matter of fact and have less impact. Verbs and nouns will sell meat. Adjectives will sell sizzling steak.