

# Match Strength Indicator©

Using the internet effectively in a job search requires an understanding of the behind the scenes process of résumé selection. When you submit your résumé through the Internet, the receiving company most likely will be using word match software to determine which résumés to review. The higher the number of matching keywords, the greater the chance your résumé will be reviewed. Before sending your résumé for consideration, go through the following process to determine the **Match Strength Indicator©**. **MSI©** is a process that will identify how strongly your résumé matches a job posting and will assist you with developing an effective résumé and cover letter for potential employment opportunities. This process will also help you to avoid the “you are overqualified” scenario because you will assess the job description objectively.

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These qualifications speak directly to the requirements and job description. They can appear in your professional summary as general statements and then in your selected accomplishment sections with more detail. Make sure you have as many key words in your summary, résumé and cover letter.

Follow this process and you will increase your success rate in your Internet job search.

Opening and closing paragraphs of the 5-page document

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