



National Buiness Employment Weekly Cover Letters: Proven Techniques for Writing Letters That Will Help You Get the Job You Want

(National Business Employment Weekly Career Guides)

National Business Employment Weekly, Taunee S. Besson

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Write Powerful Letters That Win Over Your Future Employer!Even the best resume can fall flat if it is accompanied by an ineffective cover letter. With this invaluable book, you'll learn how to write cover letters that jump out from the pile and grab the employer's attention. Written by an award-winning columnist at the National Business Employment Weekly, today's leading career resource, it's packed with practical tips and psychological insights that will help set you apart from the competition and win you an interview.Starting with the basic elements of the cover letter, you'll get expert advice on how to customize letters for responding to a want ad, contacting an executive search firm, or reaching out to target companies--with plenty of sample letters from successful job hunters. Special chapters cover the unique problems of first-time job seekers, women returning to the work force, career changers, and seasoned professionals--including information that will show you how to turn apparent liabilities into assets.You'll learn: What three elements must be included in an effective cover letter How to read between the lines of a want ad to discover what they really want When thank-you notes are necessary (always) and how to write one that makes you the top candidate instead of a runner-up How to write a follow-up letter when you haven't heard from an employer What a "broadcast letter" is and why it can be the best choice How to mount an effective direct mail campaign without "papering the world" Don't let a weak cover letter short-circuit your chances. This valuable guide will show you how to create powerful job-search letters that will put you in the job you want.



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