

Cover Letter Writing Is Crucial To Your Job Hunting Success - Expertly Written Cover Letters Are The Key!

**If You Are Not Getting Interviews, You Need
To Read This NOW!**

**Cover Letter writing for interview winning covering letters
is made fast and simple. You quickly create and write your
own interview-pulling Cover Letters with our expertly
written cover letter samples to copy...**

From Peter Fisher
www.your-career-change.com

**Cover Letters that get you noticed are an essential part of
your job search process and help you win more job offers.**

**If you are writing to anybody for a job, whether the job has been
advertised or not, your cover letter is more important than your CV or
Resume; so if you want a successful career move you've got to get this
bit right.**

Now you can! And I'll show you how!

If you need more help just email me peter@careerdesign.co.uk

**Need a CV and a Cover Letter written specially for you? Go over to
my [CV Writing Services](#) page NOW!**

Create Massive Cover Letter Impact

By Peter Fisher

When writing your cover letter or application letter what you need to do above all is create impact and interest. You may be the most talented finance manager or account executive, market analyst or horticulturalist but if that talent doesn't flow through your cover letter then you might as well forget it.

This is not the time to be boring or submit a fact-laden covering letter that has no oomph! What you want is a sharply focused, punchy letter that leaps up and demands attention.

How do you do that? Like this:

Crisp white paper with clear black print is the starting point. Ensure all the address details, both theirs and yours are easy to spot and there are no errors or typos. Use a headline in bold to identify the position or job your cover letter refers to; along with this include the date and publication where you saw the advert. Always address the letter formally.

Now the next part is the most important.

You have to catch their attention in such a way that they want to read on. (If they don't, you're out of the running anyway.)

Start by including the reader in your application. You do this by your first words which should be:

"Your advert..."

What this does is turn their thoughts to the content they produced and OWN. Now extend this by adding how it interests you:

"Your advert really interests me..."

This shows you are interested in something they produced and own and starts to make you sound interesting.

Now you must say why you are interested:

"Your Advert really interests me because..." and continue with your reasons i.e. specific comments about their products and company reputation.

With this you have engaged the interest of whoever is reading your cover letter, so now is the time to start making your own case. Follow your comments about the employer's business with

"...and I am confident that I have all of the skills and experience that you require."

Just the use of words like 'confident' is enough to grow the stature of your application.

With a maximum of five bullet points you can summarize what these skills and experiences are, relating them closely to the demands of the advertisement.

Finally close your covering letter by referring to any instructions such as enclosing a CV or Resume, stating location preferences or salary details and say that you are looking forward to MEETING them at the interview stage. Of course you haven't been asked yet to attend an interview, but you must assume you will be called. After all you are sure to be of interest and you know you have the skills they need, so why wouldn't they want to interview you?

Top 10 Cover Letter Writing Tips

By Peter Fisher

If you are looking for a new job, you know that writing an effective cover letter for your job application is important but like many people you find it difficult to get the words just right. If you produce a poorly written cover letter you run the very real chance of ruining any prospect your application had of being successful. What you really need is the knowledge of what a cover letter takes to be a great cover letter and take away some of the stress of job hunting.

These Top 10 Cover Letter Writing Tips come from a highly experienced Career Coach and Recruitment Consultant. Before spelling out what these are, just remember that in nearly every case your cover letter is the first document that most prospective employers will look at. They will be looking to understand your reasons for applying, as much as whether you 'fit the bill'. So the job of your cover letter is to make sure it introduces you as an interested and capable candidate.

But much more than that actually; your cover letter's primary job is to provoke the reader's interest and it can only do that if the right choice of words has been made.

Once you have their interest it must provide sufficient relevant information so that they want to know more about you. Of course, your cover letter can only create the initial interest it cannot get you the job.

The Top 10 Cover Letter Writing Tips:

1. You must customize every cover letter so that it is specifically written for this particular job;
2. Use an easy style of language with carefully chosen 'trigger' words and no jargon;
3. Emphasize exactly how you are able to contribute to the company or organization;
4. Illustrate your knowledge, interest and enthusiasm for the advertised job;
5. Explain why you are interested in joining their organization;
6. Illustrate how your skills match the job description;
7. Check your cover letter carefully for any spelling errors or other typos;
8. Use the formal style of address when you send your letter by name to the person advertising;
9. Your cover letter must show that you know what this employer wants;
10. Your strengths are well defined and have the edge over the competition.

If you follow these top 10 cover letter writing tips you will be well on the way to getting the interview and then the job you want.

Now you need to understand this simple fact: A simple, carefully written cover letter sprinkled with a few proven, magical marketing ingredients can fill your

calendar with quality job interviews, faster and easier than you'd ever imagine.

Your cover letter is the ONLY chance you have to "sell" yourself for the opportunity to be interviewed for the job.

Resumes DO NOT sell. They're not built to sell. And most of the time, unless your resume is outstanding, it can actually end up *hurting* your job search! (I'll bet you never heard that before.)

A brilliantly worded cover letter is the ULTIMATE sales letter and practically no one understands this fact. Most cover letters do nothing to land the job interview.

So how can you get an exceptional cover letter that SELLS you? Click [HERE](#) and you'll be amazed what you can achieve.

Is Your Cover Letter Invisible?

By Peter Fisher

Your cover letter might as well be invisible if it doesn't command the attention of the reader. The cover letter is the first thing which creates an impression of you; and if it is invisible then so are you.

If you follow the same tired old cover letter formula that so many people seem to want to hang on to then you'll get the same result that they get. You go unnoticed and end up like Mr. Cellophane in the musical "Chicago".

The way for your cover letter to be invisible is for it to be so similar to so many others that it simply doesn't get seen.

As a professional recruitment consultant I have viewed so many cover letter and CV combinations that it takes something different to catch my attention.

When I receive maybe two hundred applications, the first few are greeted enthusiastically but this soon wanes when I keep seeing:

"Dear Sir or Madam

I wish to apply for the position as advertised in the Evening News on 25th March 2008."

An opening like this becomes an invisible cover letter and I have to make a real effort to carry on reading and find out if there is a worthwhile application hidden under those words.

Heck I need something to wake me up, something to excite my interest. If I'm not excited, how am I going to excite my client? If this is my first impression of the candidate, where do I go from there?

The objective of your cover letter is to get the recruitment consultant or prospective employer to read your details and act. You want them to call you for an interview. But these people are busy, very busy and soon forget the application that didn't create an impact.

Your opening paragraph must command attention and create the interest. The most effective way of creating interest is by you yourself being interested in the job or position advertised. And the easiest way to do this is to say - "I am really interested in the job you have advertised" - then go on to tell them why you are interested.

You further show your interest and enthusiasm by demonstrating your knowledge of their business.

Your second paragraph of your cover letter shows how you match their requirements and your final paragraph should be a positive, forward-looking

close. Do pay attention to any specific requests, such as salary or re-location issues.

This way you stand out to the reader as someone who is worth meeting. Someone who is interested and enthusiastic is much more attractive to have around and highly visible.

Don't Allow Your Cover Letter To Be Invisible: A simple, carefully written cover letter sprinkled with a few proven, magical marketing ingredients can fill your calendar with quality job interviews, faster and easier than you'd ever imagine.

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Writing Your CV Cover Letter Is Like Preparing a Presentation

Making an impact with your CV cover Letter is easier to master than you might think! Especially if you think of it as preparing for a presentation!

This is what you need to think about:

- What you need to do to achieve the objective of an interview;
- Preparation - Preparation as always is everything;
- How to be sure of communicating the information they need, rather than what you want;
- Understanding your readers and their requirements;
- Using illustrative facts to add spice and flavour to your CV cover letter.

Every cover letter should have a beginning, a middle and an end. Put it another way - there needs to be an opening or introduction, the main body of your proposition, and a summary.

Effective presentations are all about making an impact, so the introductory part of your CV cover Letter is where you make your impact and demand the reader's attention. If you are in a fearful state of mind because you urgently need a new job, you should take time out to remind yourself of past successes. The more positive your frame of mind when you write, the more impact it will have.

Write your CV cover letter in an easy but not too informal style. Don't revert to slang, jargon or even worse texting language. Choose active words and always frame your statements positively. Avoid 'intensifiers' like "very" and "superb". Remove 'kind of' and 'sort of' as this identifies imprecise thinking.

Your Opening Paragraph:

State that you are both interested in the job and confident that you have the skills and experience that they are looking for. Tell them where they will find the evidence of that (your enclosed CV).

Middle Paragraph:

Pick the top 5 essential requirements from the advertisement of briefing paper and answer them carefully using bullet points.

Final Paragraph:

Confirm that you have complied with their instructions - "As requested my salary is £x..." and close positively - "I look forward to meeting you at interview..."

If you approach writing your CV cover letter as carefully as you would approach a presentation, you won't go far wrong.

If you need some help getting it right and you don't have any time to waste, get some immediate cover letter help right [here](#).

Write Your Resignation Letter

By Peter Fisher

The point when you come to write your resignation letter can represent a difficult period of time. Writing a resignation letter isn't always easy - you need to handle it professionally or it could have a serious impact on your career in the future.

Resist any temptation to sound off about any grievances you held or where they can stick their job, the short-lived satisfaction really is not worth the possible consequences.

Address the Resignation Letter to your boss by name.

Try something courteous and professional which doesn't 'beat about the bush', but gets to the point and notes positive reasons for accepting the new job, NOT negative reasons for leaving this one. Make sure you have tied up the loose ends as far as possible.

If you have work that someone will need to take over, write a separate note to go with your resignation later which lists important things like urgent work or passwords.

State your contractual notice period, but you might offer to stay a reasonable amount of time. More often than not, it won't be taken up, but it is a good parting gesture to make. You could offer some time to train up a replacement which is a good way for your employer to remember you (instead of just walking out).

Try this for an example:

“Mr Bill Gateson
Departmental Manager
Beesons Domestic Products Inc.

Dear Bill

Letter of Resignation

As you know I've been keen to develop my career in B2B sales and have been offered a superb opportunity with Johnson Industrial, which will give me a small team to manage plus a couple of Key Accounts. I am therefore giving you the required one calendar month's notice of resignation and will leave the company on 31st October 2006.

I will of course ensure that all my work is up to date and do all I can to help a smooth handover before I leave. If you need assistance with training a replacement I will be pleased to assist you during my remaining time.

Thank you for your guidance over the last 4 four years; although sad to be leaving, I have enjoyed working with you.

Best Regards

John Blacksmith.”

When you write your resignation letter this way, you leave responsibly without closing any doors too firmly and without cutting off contacts that you may find useful in the future.

How to Write Your Resignation Letter and Resign With Style

By Peter Fisher

When you are ready to resign, why not do it with style. You don't have to just cover the minimum you are required to under the terms of your contract when you write a resignation letter, you can go further and resign with style.

Of course, you could just write your resignation letter and say that you are giving your notice of resignation and that you will be leaving on a certain date, but where is the fun in that?

So let me show you how to write a resignation letter and how to resign with style.

Of course they need to know the basics when you leave and you need to be sure of meeting your contractual terms, but that that should not prevent you from being able to resign with style.

Now lets say you weren't happy and could not wait to leave the miserable job; what you probably want to do is tell your boss to stick the job and where you'd like him to shove it. That might give you a small shiver of pleasure, but it would be very short-lived and soon forgotten. What's more you then effectively close every door that may have given you a way back if you should ever need it. So **DON'T DO IT.**

Far better to cover the formal bits by saying " as required I am giving one month/ three month's notice of my resignation and will leave on 31st August 2007". Always address your letter to your immediate boss by name, so its a personal letter of resignation.

Then you can have some fun with your letter saying something like this " there are many things I would like to say about working with you, getting to know you and your management style, but suffice it to say, I will be taking that experience with me to the new job".

This can be interpreted in two ways:

The genuine boss will have received a compliment - you have learned something positive for the future;

The bad, arrogant boss will think he has received a compliment, but you will have learned what to avoid in the future.

Only you will know the reality of which it was. This is one way of how to resign with style.

Cover Letters are an essential part of the application and communication process. If you want a successful career move you've got to get this bit right.

Now you can use these ideas to get your creative ideas flowing – they'll get you started but stamp your own personality on them rather than just copying what I've written you.

Get the full set of my pre-written Cover Letters [here](#) or you can get the Amazing Cover Letters Software right [here](#) and create your own customized cover letters at the press of a button!

Instead of spending all your time researching where to send your CV you could make sure it gets to ALL the right recruiters instantly by using the latest technology. Take a look here to find out how: www.cvtrumpet.co.uk/

For more help with your career change keep checking back with me at www.your-career-change.com or www.career-consulting-limited.com

[Our 7 Premium Career Guides Give You The Most Thorough And Complete Action Plan To Career Change And Winning A New Job Ever Published On The Internet](#)

Best Wishes

Peter Fisher

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