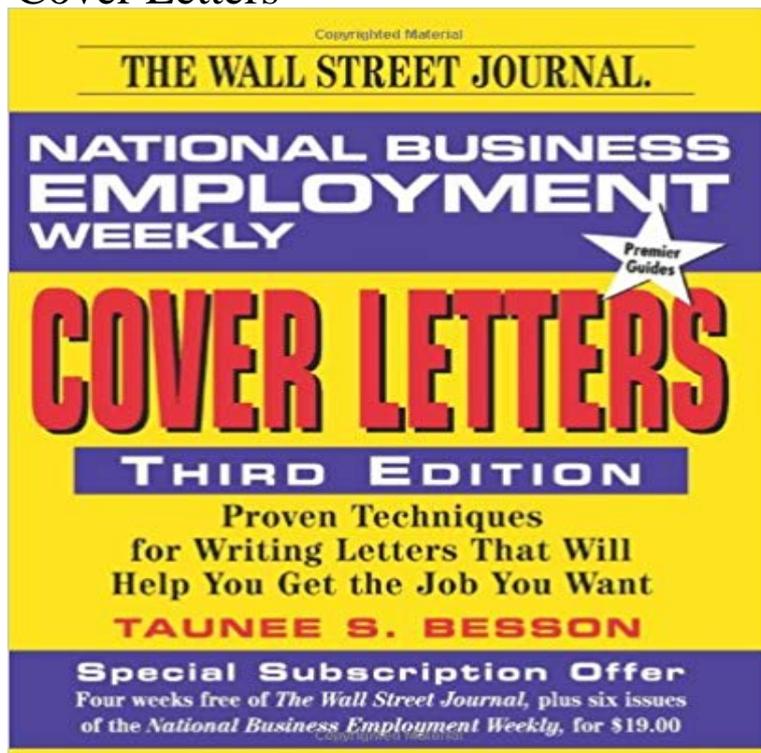


## Cover Letters



Expert guidance on creating powerful, persuasive cover letters! The majority of hiring managers will tell you that a well-crafted, polished cover letter is still the key to making a good first impression and winning an interview. This invaluable resource, fully revised and updated, offers sound advice on writing a memorable letter that stands out from the crowd. Written by an award-winning columnist for the *National Business Employment Weekly*, today's leading career resource, this guide is packed with the practical tips and techniques you need to develop an effective letter that will grab a potential employer's attention. Helpful examples from real job seekers will show you what letters work and why for specific audiences--from employers to recruiters. This new edition also features largely expanded information on conducting a job search via the Internet. This essential reference will show you how to:

- \* Compose the basic elements of a successful letter
- \* Write targeted letters for specific situations, from mounting a direct-mail campaign to networking with contacts to uncover positions in the hidden job market
- \* Browse online for career opportunities, including Internet dos and don'ts
- \* Read between the lines of a want ad and discover what employers really want
- \* Pursue a position in your current company without losing seniority and benefits
- \* Compose follow-up letters, such as thank-you notes, and use them to your advantage

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