

## How to start your cover letter off with a BANG!

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President of CareerJimmy and Author of the Amazing Cover Letter Creator

Learn more on how to write an amazing cover letter: <http://www.resumebycprw.com/cover-letter.htm>

### Want more 'bang' for your job search buck?

Well, you can have it by investing your time and creativity in a great cover letter headline. You have only a few seconds to grab an employer's attention when you're hoping for a job interview. So why waste words? Nab him or her with this little known secret technique. When used effectively, a compelling headline practically guarantees that he or she will keep reading until the very last word of your cover letter.

### Where should you place the headline?

Good question! Put it the very the top of your next job-search cover letter. It will be the first thing the employer sees, commanding his or her full attention.

Ignore this advice at your own peril! Without a stellar headline, your cover letter will get lost in the 'slush pile' of the 'same old,' 'same old' correspondence, and tossed in the trash.

Reread the headline in this article. *How to start your cover letter off with a BANG!* Notice how it brings a smile, sparks curiosity, and grabs interest. Wouldn't you like to fire up your reader in the same way? You can—with a great headline of your own.

Remember, busy people scan first and read later. If you want them to keep reading your cover letter, hook them with a strong headline that practically jumps off the page.

Now think of the results you'll experience when your job-search cover letter starts with a 'bang.' The hiring manager will actually be *eager* to meet you, to discover your ability to do the job, and then to hire you, maybe even on the spot.

Employees who can communicate clearly with passion and pizzazz are an asset to any organization. You can be one of those people. I know, because I've been in the marketing business for more than two decades. Learn to write sizzling headlines and you will command respect and the reward of a job interview with an employer who is ready to hire.

Here's what to do. Just above the typical greeting in your cover letter (Dear Ms. Jones), place your 'hot' headline. To make it even more effective, use **bold-face** print and center it on the page. (Two lines maximum). Here are THREE examples of excellent cover letter headlines:

**I'm really excited about the job opening for {insert job title here}!**

**3 Reasons Why I'm An Excellent Fit For {Insert Job Title Here}.**

**Are You Still Looking To Fill The Position Of {Insert Job Title Here}? Here's Why I Sincerely Believe I Might Be Just What You're Searching For...**

With a headline like one of the above, what do you think Ms. Jones will do? Scan and trash, or read and call you for an interview? Using the magic of a strong headline at the beginning of your next job-search cover letter can land you the perfect interview for the perfect job.

So get more 'bang' for your cover letter buck with a smashing title or headline and then sit by the phone. It's going to ring any minute!

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Jimmy Sweeney is the president of CareerJimmy and author of several career related books and writes a monthly article titled, "Job Search Secrets." Visit our friends at Amazing Cover Letters for your "instant cover letter today: <http://www.resumebycprw.com/cover-letter.htm>. "In just 3½ minutes you will have an amazing cover letter guaranteed to cut through YOUR competition like a hot knife through butter!"

