

It's a Secret ... But I'm Willing to Share It With YOU ...Dear Cover Letter Writer

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

Dear Job-Hunter:

Isn't it nice to be addressed as 'dear?' Everyone enjoys such a term of endearment. It brings a smile, a bit of warmth, a feeling of closeness. It would be even more effective if I could address you by *name*: Ms. Johnson, Mr. Barton, Mrs. Garcia.

There is nothing as 'dear' to one's ear as the sound of one's name.

If it's true for you, it's true for others too—including a hiring manager who doesn't know you. Therefore, use the personal touch in the greeting of your next cover letter and yours will rise to the top of the pile of unread mail.

Which of the following greetings best fits that bill?

Example #1:

Dear Ms. Jones
Dear Alan Smith
Dear Mrs. Peterson

Example #2:

Dear Hiring Manager
Dear HR Director
Dear Personnel Supervisor

Example #3:

To whom it may concern

Using a person's name is clearly the best of the three examples. If you don't have a specific name, then your second choice is the title of the individual you're writing to. Example #3 concerns no one—since it is addressed to no one in particular—so it shouldn't concern you either. *Never* use this greeting. It's cold, impersonal, and lacks respect.

So make a point of finding out the name of the employee you wish to reach (call the company or check the web site for that information) and then endear him or her to you by using his or her name.

Secret Strategy For Emergencies! If the name of the hiring manager is unavailable, use one of the greetings in Example #2 and add this personal note.

PLEASE NOTE: I apologize for this impersonal greeting. I was unable to get your name online or by phone. I look forward to the opportunity to meet in person. I would like to discuss the position of {job opening title}. I feel I am an excellent match as you will see from my enclosed resume.

This personal appeal would surely touch the hiring manager's heart and mind. Your respect, care, and attention to detail will motivate him or her to call you for an interview. This one strategy alone turns a negative into a positive that will work in your favor. What employer would not want to hire such a professional and thoughtful individual? So before you write your next cover letter, ask yourself this essential question:

Who will be interested in what I have to say? Then find out and write a great cover letter starting with 'Dear.'

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!"

