

Start Your Cover Letter With a BIG Bang!

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President of CareerJimmy and Author of the Amazing Cover Letter Creator

Download Jimmy Sweeney's Cover Letter resource once here: <http://www.coverlettercentral.com>.

If you're still reading, then I've caught your attention with the title. You can do the same with your job-search cover letters. Whether you call it a title or a headline, this little 'weapon' will hit the mark, pulling your reader right through your written communication from the first word to the last.

Here's how to strike gold each time.

Open your cover letter with a 'big bang'—a powerful headline—and yours may be the only one that makes it past the 'scan and trash' syndrome. Hiring managers are inundated with cover letters each day. If you want yours to stand out, grab their attention from the start.

Sizzling titles are like a magnet—attracting the reader to the point where he cannot get away from it. He *wants* to read on because the headline is so compelling. A clever title that 'jumps' off the page scores every time! Titles and headlines do the hard work for you.

Imagine the fabulous results YOU could enjoy if your cover letter opens with an exciting, can't-put-it-down headline that is so irresistible and unique, the hiring manager is actually eager to keep reading?

The big bang headline is your passport to more quality job interviews in a hurry.

You may be thinking it's difficult or that you're not clever enough to come up with a great headline. Not true. It's actually quite simple. I've provided some great examples to get you started.

Right before you write your greeting—Dear Mrs. Smith—place your 'killer' headline—two-line maximum. Make it stand out even more by using boldface and centering it on the page.

Following are THREE examples of excellent cover letter headlines:

THREE reasons why I'm confident that I'm the candidate you are searching for regarding the [insert job opening title here].

I have researched [company name] and believe I'm a perfect fit for [insert job opening title here].

I'd welcome the opportunity to meet you and be interviewed in person for the position of [insert job opening title here].

FOLLOWING THE HEADLINE begin your letter with the greeting: Dear Mrs. Smith.

I feel certain Mrs. Smith will not be able to resist reading a little more. She'll be dying to read what the headline promises. Exercise the 'muscle' of a strong headline at the beginning of your next job-search cover letter and then pull out your calendar and fill it up with more job interviews than you ever imagined.

Start YOUR next cover letter with a 'big bang!'



Jimmy Sweeney is the president of CareerJimmy and author of several career related books and writes a monthly article titled, "Job Search Secrets. In just 3½ minutes you will have an amazing cover letter guaranteed to cut through YOUR competition like a hot knife through butter!" Download your resource for "instant cover letters" at the CoverLetterCentral.com website; <http://www.coverlettercentral.com>.