

Your Resume and Cover Letter Make an Impression

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

As a job seeker, it is your goal to bag that interview. You can do so by composing a cover letter and resume that will grab the attention of a potential employer. By focusing on your skills, experiences and accomplishment in relation to the position that you are applying for, you will be able to get that one-in-a-million chance for an interview.

In order for you to know your prospect, it helps to know what kind of marketing tools your resume and cover letters are. If you feel that you have composed a resume that is effective to have you scheduled for an interview, think again. You must know how to promote yourself to the potential employers without appearing to be too confident and cocky.



Actually, it's not your resume that does the trick.

It's your cover letter. Most hiring managers peruse through the cover letter before they get into the resume. Put yourself into their shoes. Imagine sitting behind a desk that has hundreds of cover letters and resume day in and day out. They don't have the time to seep through these. Ask any hiring manager. They read the cover letter of the applicant first. If they're not interested they toss it and not bother to read their resume.

Therefore, a cover letter should make the difference. Your cover letter must stand out. Think of it as a way for you to make an impression when the hiring manager is reading it and leaving your mark after he is done with it. The cover letter must complement your resume. It must not serve as a mere duplicate. The purpose of the cover letter is to add a personal touch to the data-oriented resume.

Whenever you're asked to write a cover letter, you do not have to be daunted. The easiest way for you to accomplish the task is to take it slowly and step by step. Soon enough you will realize that you have become an aficionada in writing cover letters which you send alongside your resume.

Remember that the cover letter makes the difference on whether you get the job interview or be totally ignored by the company. You have to take the effort and the time to write what you think would interest the reader.

One secret is to have a 'passion paragraph.' This is where you express your interest to working for the company. You can mention what you know about the company and what you can offer if they decide to hire you. This will give the reader the impression that you are really interested to work for them.

The cover letter you send out must be written in such a way that shows you are the best person to do the job. It must be composed for that specific company, meaning you can't write a generic one and send it to each potential employer. Your cover letter must have a personal touch in order for you to have a better advantage amongst other applicants in getting that coveted interview.

Finally, your cover letter must say how the hiring manager can contact you if he does decide to have you in for an interview. Most importantly, if you mentioned in your letter that you would call back, you should definitely call back.

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>.