

CREATE AN EYE CATCHING COVER LETTER

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By John N. Quagliani

What must I do to stand out from the job seekers crowd?

Whether you are looking for employment in an up or down economy there is always one constant, you are not the only qualified applicant who is applying for the open position. Your focus is to differentiate yourself from the maddening crowd wanting your job. What is so important about cover letters? Your cover letter will give you the competitive edge in the job market. A cover letter tells the employer the specific job for which you are applying and tailors your qualifications to that job. In your quest for full time employment have you ever received a rejection letter or post card with this “We selected the candidate who best fits our needs and requirements?” Your cover letter is the way to show an employer how you fit the company’s needs and requirements.

Focus your cover letter.

Before we get into the most important part of your job search let’s envision the job as yours. Does this job meet your qualifications? Is the job close to your residence? Do you see a future with this company and industry? Has your initial review of this opportunity proved out to your satisfaction? If all these answers are yes then you must consider the most important aspect of this quest, make yourself stand out from the crowd. Looking for employment is difficult and is a full time job. A well written cover letter will help.

Don’t be vague or generic.

All hiring managers and human resource personnel will agree that the likelihood of reading a resume accompanied by a cover letter is greatly enhanced over a resume received without a cover letter. Your cover letter removes the look of a mass mailing. Your cover letter must be specific to each company or job for which you apply. Your letter should be enthusiastic and grammatically correct and fit on one page. After you have done spell check ask someone you respect and trust to proof read it. End the letter by saying you’ll follow up with a phone call – even if you e-mail it, wait three days before you call. Point of concern, I strongly urge not sending by email alone. Do both, snail and e-mail. Reason for sending thru snail mail, your e-mail may get deleted in error, filtered out, forgotten or not read.

Your objective is to be the exception, not another number in the crowd of applicants. The question to consider is whether the massive amount of cover letters and resumes sent to an e-mail box will some get lost? I firmly believe the person who gets the attention will stand out from the crowd. Understanding this; mail your presentation material by snail mail. In addition do not fold your communications, send it unfolded in a large envelope. Your information will be received in about three days crisp and neat. With a fresh crisp resume on the recipients desk call

