

Jack Job Hunter

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Patty Principle
Great Elementary School
222 Education Way
Student City, CA 91000

Dear Ms. Principle, (AGI 1- Instant Greeting)

Re: 5th Grade Teaching Position - I'm a certified teacher with excellent references!
(AGI 2- Killer Opener)

I've been fortunate to have found the occupation I love—teaching. Although I do not have extensive experience in this field, the experience I do have has only furthered my commitment. As a substitute teacher and teaching aid, I have begun to develop a teaching style that incorporates a thorough, flexible lesson plan, along with a healthy dose of patience. I am also devoted to continuing my own education. I believe my enthusiasm to become an effective and committed teacher is my greatest asset.
(AGI 3- Passion Paragraph)

One reason I have chosen to apply for a position at your school is because it is rated in the top 10 academic performers in the state. If hired, this fact will give me a great opportunity to incorporate my personal goals of becoming a high-quality teacher with those of the school. If after reviewing my resume you believe there might be a match, please call me. I am available from 3-5pm M-F at 310-555-1212. Otherwise, please leave a message anytime.
(AGI 4 - Action Paragraph)

Becoming a teacher is more than a job to me. It's a lifetime commitment to education.
(AGI 5 - Sizzling Summary)

Sincerely,

Jack Job-Hunter

P.S. I'll be out of town for a child development conference Monday and Tuesday of next week, but after that I can come in any time that works for you. Thank you again!

AGI #1 - Instant Greeting

Goal: If you know the name of the person who will be reading your Cover Letter, type it into your Cover Letter (in your word processor) and move on to AGI #2. If you don't know it or want to learn more, keep reading.

Finding the name of the person who is going to read your Cover Letter is the best possible way to begin your Cover Letter. It gives your Cover Letter the best possible chance to get into the right hands because it is addressed to a specific person! Simple, but powerful!

You want to grab the reader's attention immediately. It needs to be individualized and distinct or it will quickly lose importance to the reader. Ideally, you should begin your Cover Letter with the following standard:

Dear **Mr. Employer:** (the actual name of the person who will read your Cover Letter.) Imagine this example...

When you go through your mail at home and find a piece that's addressed "Current Resident" instead of your name, what do you usually do with it? That's right! Toss it into the trash. At the very least, you will pay less attention to it. That's because it's not addressed to you! The same thing goes for your Cover Letter!

The second reason it's important to find the actual name of the person who will read your Cover Letter is because it shows him/her you have initiative and drive. You did a little bit of leg work and found out who's who. This makes a BIG difference! You made a call, you asked questions, you drove down to the office in person, or you researched it on the Internet.

Sometimes it's difficult to find out the name of the appropriate person. If this is the case, there are a few other ways to get attention so that you can increase your chances of getting the interview. Will you use the 'Dear Sir' or 'To Whom It May Concern'? Or will you do something a little different to get noticed.

I recommend you use what I like to call the NO-NAME technique, which will definitely increase your interview chances over 'Dear Sir' or 'To Whom It May Concern.' Obviously, nothing can replace the actual name of the person.

Here is an example of the NO-NAME technique:

Note: I wanted to address this letter to you by name but I was unable to obtain it. I am very interested in this position.

How about that for a straightforward, amazingly simple approach! It works because you are still addressing it to the person. You're being upfront and honest, and you're showing him/her you tried. Also, at the very least, your Cover Letter will stand out from the stack. And that's the whole point! I do NOT recommend that you use Dear Sir or To Whom It May Concern. Your letter will blend in with everyone else's cover letter in the pile. At the very worst, your letter will score 2 points for the person who crumples it up and tosses it into the waste basket! Here are some 'starter' words for your NO-NAME sentence. Attention: * Important: Please Read This First: * Please Note:

AGI #2 - The Killer Opener!

Goal: Deliver a compelling OPENING SENTENCE to the reader. It's one of the first things he/she will read, so make it memorable and powerful! Ideally, it should be only one line. This is one of the strongest AGI's.

In one sentence, and one sentence only, you will create what is known in the marketing industry as a STRONG HEADLINE. It's the most powerful way to command the undivided attention of the reader. Period.

Immediately Available: Experienced manager with a passion for customer service!

In the above example, we focused on the strongest benefit this person can offer the company. He is an experienced manager and has a passion for customer service. What company would not be impressed with this guy! Do something similar for your situation.

As an alternative, you can say how much you desire this job, where you found the advertisement or something else. Make it compelling.

We recommend centering the sentence on the page and using bold italics!
(You won't be able to do this if you e-mail your Cover Letter).

Also, you can use 'I' and 'You' as starters. Be creative, smart, passionate, anything you want, but use this magical AGI!

AGI #3 - The Passion Paragraph!

Goal: Give the reader 1 or 2 examples of how your Skills, Experience, or Knowledge can/will solve a problem in the company. This shows you have passion and initiative for the job. Make the paragraph 2-5 sentences long. Choose one or two Skills, Experiences, or pieces of Knowledge that will show the reader you will be an asset/benefit to the company.

What's In It For The Employer?

The interest of the employer must be furthered once you have his/her attention. The best way to do this is to answer the question, "What's in it for the employer?" Focus on answering this question in this paragraph.

Let's face it; you're being hired for what you can do. If you don't have a lot of experience and need to learn more, that's ok. Learning more is part of any job. But first, you must convince the reader you can perform the job.

Do this by presenting in a passionate way your current set of skills and/or drive to learn more. **Communicate how you ENJOY applying your skill to solve problems, not just that you CAN solve problems!** You're selling the sizzle... then the steak! This shows not only competence, but also interest. I can't tell you how many Cover Letters lack this deceptively simple but potent ingredient. Here are a couple of examples...

"Over the last 3 years, I have thoroughly ENJOYED writing hundreds of Java Scripts for ABC Corporation" or, "It has been a PLEASURE working the last six months for XYZ's customer service department helping to reduce refund ratios."

Remember... The idea here is to include WHAT you can do and HOW much you enjoy doing it.

Note: If the job description mentions a skill that isn't included in your resume, you may want to mention it in your Cover Letter!

AGI #4 - The Action Paragraph!

Goal: To show initiative through your OWN actions first and then request action from the employer. Achieve this in 2-5 action-oriented sentences. In other words, you will show action, and then request it!

Showing Action

Your intention is to show a strong interest in the job. You want to create a strong desire for your potential employer to call you. The first way to do this is by PROVING to him/her you mean business and you will DO whatever it takes to get the job. Here's how...

The Best Way: Do some homework! Research and pick out something about the company that is logical or interesting. This will SHOW the employer that you took the time to do a little leg work. That's impressive!

For example, "*Your hospital has the highest job satisfaction rating in the area. That would seem to me that you care as much as I do about patients!*"

The point here is to show you can think of a clear, strong, researched idea—not a recycled point of view—of how you can be a part of the team in a productive way. This is an incredible opportunity for you to impress them!

The Other Way: Research the *industry* as opposed to the particular *company* you are applying to. Show that you are keeping up with current events by citing a point of information or news that relates to the job in some way.

Note: You may include a referral in this paragraph if you know someone in the company, etc.

Requesting Action

Imagine the job search process from the employer's point of view. The employer NEEDS a new employee! He/she wants to hire someone ASAP! In fact, the employer can't afford NOT to. Therefore, it is extremely important to TELL the employer how to contact you. Here's how...

You want to move the employer to action. If he/she doesn't call you or you don't call the employer, then what's the point of writing a Cover Letter or resume? Your entire Cover Letter is wasted unless your potential employer takes action and contacts you or you contact him/her. So you need to fan the flames of action (have the employer call your office, your home, etc.).

Stay clear of passive statements such as "I'm available anytime." They don't command action. Be specific and confident here. Give them specific hours to call when you will be available to speak in person. Make them aware that your priority is talking with them. Also, if you are going to apply on the Internet, you can ask them to please e-mail you if you think they will be more apt to respond that way.

You can also put a time limit on their response. For example, "If I don't hear from you by Friday, I will give you a call to see where we stand." The more specific you are the better. *If you have a reason why time is important, such as leaving town for a few days, that's even better.*

AGI #5 - The Sizzling Summary!

Goal: To give the reader a 'closing statement' for the end of your Cover Letter using one Sizzling Sentence!

Similar to the Killer Opener, the Sizzling Summary 'closes' the body of your Cover Letter with one strong, standout sentence. This sentence should be placed just after the final paragraph of your letter and before the ending (Sincerely, etc.).

Here's an example of a Sizzling Summary...

I welcome the opportunity to present new and creative ideas to you in person.

Sincerely,

Jack Job-Hunter

There are many ways to make this sentence sizzle. Tell the reader to pick up the phone and call you, summarize your good quality, reveal a new fact about yourself, or include a favorite quote, if appropriate. Keep it simple, clear, and concise.

Here's an example of a Sizzling Summary using a quote...

"You can't build a reputation on what you are going to do!" -Henry Ford

Besides the importance of what you are saying, the Sizzling Summary catches the eye and compels the reader to read it! Whether you use a quote or something personal, including a single sentence just prior to your ending cannot be overstated. It amazes me how many people do not include this technique!

Most job-hunters simply say Thank You, and give their name and phone number thinking that if the employer is interested they'll contact them. THIS IS A HUGE MISTAKE!

Choose something that relates to your particular field. It's not only a great way of getting attention; it's actually fun for the reader!

AGI #6 - The Secret Weapon

You won't believe the power of this little guy. He's incredible! Let me introduce you to my friend - Mr. P.S. (Post Script) He's simply irresistible. Many times, the P.S. will be the first thing read in your Cover Letter. It's that powerful! Few people know about the hidden power of the P.S. In fact, hardly anyone knows that an excellent P.S. can double or triple the response to your Cover Letter. That's why I call it the Secret Weapon!

The P.S. is very similar to the Sizzling Summary. They are often interchangeable. However, we don't recommend using a "quote" as your P.S., as we do with the Sizzling Summary. The P.S. can be a call to action (asking for an interview), a thank you to a specific person, or a note about confidentiality (if you are presently employed).

It can also be a comment about a fact in your resume. You can encourage action by inserting a deadline like, *P.S. I will be leaving town on business for three days on August 1st.* Or P.S. I will follow up with a phone call on August 7th to make sure you received this letter. Your P.S. can also reinforce your interest in the job by saying how much you want it, or introduce another element you didn't mention in the body of your Cover Letter.

AGI #7 - The Exclamation Point!

When used sparingly, the Exclamation Point (!) is an extremely powerful tool. You can include it at the end of The Killer Opener, The Sizzling Summary, The P.S. or it can be used in the body of your Cover Letter. Make it count!

The vast majority of job hunters DO NOT use this simple, yet compelling punctuation mark—even once! Of course, you would be wise not to overuse it in your Cover Letter. But used properly, once or twice, you'll gain that 'little edge' pushing YOU into the "must interview" category!

Bullet Points and Numbers

If you have a specific set of skills or achievements, you may want to list them by using bullet points or numbers. This is pleasing to the eye and easier to read. You are drawing attention to your talents in a positive way. Insert them between the first and second paragraphs for the best effect.

- Bullets Points persuade the reader.
 - Bullets Points force the reader's attention.
 - Bullets Points are proven winners.
 - Bullets Points are mini attention-getters.
 - Bullets Points provide helpful information.
 - Bullets Points stimulate curiosity.
1. Numbers persuade the reader.
 2. Numbers force the reader's attention.
 3. Numbers are proven winners.
 4. Numbers are mini attention-getters.
 5. Numbers provide helpful information.
 6. Numbers stimulate curiosity.

Skill Matching Technique

Match Up Your Skills with the Employer's Requirements!

The Skill Matching Technique simply "matches up" what an employer is looking for with what you have to offer. It's ONLY used if you know EXACTLY what the employer needs. If you know the specific set of skills the employer is looking for, and you have them, then this Technique can be a powerful approach as opposed to following the standard Cover Letter layout. Here's how...

Skill Matching Technique Example

"I took a moment to match my skills with your requirements. You may find the following table helpful in your assessment of my abilities."

Job Qualifications	My Skills
Experience with Microsoft Access, Oracle, and Workflow Management Systems.	I have full understanding and knowledge of these databases.
Understanding of Windows NT/and other operating systems.	I am familiar with and have regularly used these operating systems.
Excellent oral and written communication skills.	I possess excellent and proven communication skills.
Exceptional time management, problem solving and analytical skills.	I have outstanding time management, problem solving and analytical skills.

The Skill Matching Technique has many strong advantages:

- It will get your Cover Letter and Resume noticed.
- It focuses your set of skills into a brief and easy to read potent summary.
- It helps the reader quickly review your Cover Letter.
- It helps your Cover Letter and Resume get into the right hands.

Note: Use the 'insert table' feature in your word processor to create the symmetrical look that makes the Skill Matching Technique so pleasing to the eye.

The Signature!

It has been shown, believe it or not, that the color of your pen can improve the response to your Cover Letter. If possible, you should always sign your letter by hand using a blue or green felt-tip pen. We don't recommend using a black pen.

All the best

A handwritten signature in blue ink, appearing to read "J. P. Sweeney". The signature is fluid and cursive, with a large initial "J" and a long horizontal stroke at the end.

Jimmy Sweeney

Also, take note of your actual signature. Is it weak? Is it small? Practice your signature so it looks more confident and commanding. Your signature should help you, not hurt you!

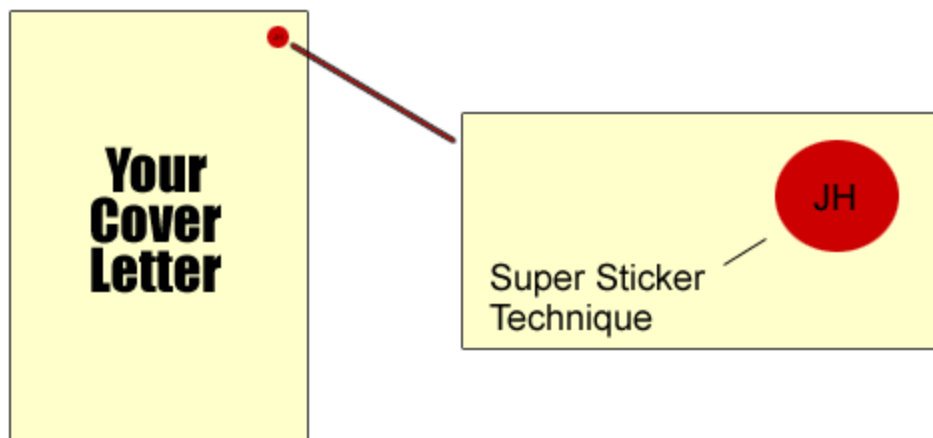
The Super Sticker!

This one's a show-stopper. This technique alone can yield instant results for your Cover Letter. Simply place a small PLAIN sticker on your Cover Letter and Resume in the upper right hand corner of the paper. It should be round or square (no wacky shapes!) and choose any color you want (we like red!). Obviously you won't be able to use this AGI in an E-mail!

A sticker by itself will have a curious effect on the reader. They will think your Cover Letter was 'tagged' for special consideration. However, they may also think you are trying to TRICK them! You don't want that! **Instead of using a BLANK sticker, PRINT YOUR INITIALS on it!**

The idea here is to personalize your letter with an actual sticker in the upper right hand corner. This way, you are SIMPLY and CLEVERLY drawing attention to your letter in a tasteful way without trying to fool anyone. It will not be ignored!

Use black or blue lettering on the sticker. We recommend having your initials PRINTED on the stickers at a print shop because it looks much more professional than if it were hand written. However, if you have EXCELLENT writing skills, then go ahead and do it yourself by using a pen.



Helpful Writing Tips

In this section, we want to give you an overview of some basic writing tips associated with creating a powerful Cover Letter. We hope these tips will give you even more confidence and comfort if you're having a little trouble coming up with words.

We know that for many, writing can be a frustrating experience. We designed the ACL Creator to help make writing your Cover Letter as simple as possible.

Our approach with the ACL Creator is to make the LAYOUT of your Cover Letter more powerful and results-driven instantly. The purpose of your Cover Letter is to grab attention and be read completely. Therefore, not only does the layout need to be powerful, but so do the words!

We believe that by providing you with step-by-step instructions and the proper structure during this process, it takes the guess work out of writing your Cover Letter and makes it fun, creative and almost effortless.

Don't be overly concerned with perfect grammar. Words are most effective when they move and excite people. Remember, a grammatically correct Cover Letter is not necessarily a good read! It may win an award at a literary convention, but good grammar alone won't get you the job!

- **Be brief and to the point.** In other words, cut to the chase and be concise, not wordy. Remember the KISS Principle... *Keep It Simple, Stupid!*
- **Choose the best words for your situation.** You have a large selection of words to choose from for your Cover Letter. They are located in the ACL Creator. Use them to help you create your Cover Letter.
- **Be sincere and confident.** People respond to confidence and sincerity. And a response is what you're looking for! Show these qualities in your Cover Letter.
- **Speak your Cover Letter!** That's right, say it out loud! This will help you to write as you speak. Reading your Cover Letter out loud will help you find all the tongue twisters where the reader might get stuck! You want the transitions to be smooth and your points to come across clearly.
- **Keep your sentences and paragraphs ASAP (As Short As Possible!)** 2-5 sentences per paragraph should do it - no more than 5 to 7 lines. Remember: White Space on the page is inviting, CHUNKS OF TEXT ARE SCARY!!! Big paragraphs are instant turnoffs!
- **Indent your paragraphs.** Again, this is another proven "easy on the eyes" technique. Indent your paragraphs whenever possible.
- **Give it a rest!** When you're done creating your Cover Letter, it is highly recommended that you leave it alone overnight. You will be pleasantly surprised in the morning when your fresh eyes read it over and catch a word or two out of place!

Experience Keywords

1. Highlight the word you want, and then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

Goal: Use These Words To Write About Your Level Of Experience!

My management experience includes...
I have real world know-how in...
I have hands on experience with...
I have years of practice with...
I have years of expertise doing...
I have served as...
I have worked in...
I have been employed...
I volunteered...
I conducted...
I made...
I performed...
I was involved with...
I was included in...
My work consisted of...
My position required me to...
I was responsible for...
My duties included...
I had the chance to...
I had the pleasure of...
I experienced the excitement of...
I had the opportunity to...

Accomplishments Keywords

1. Highlight the word or phrase you want, and then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

Goal: Use These Words To Write About Your Accomplishments!

I was able to...
I was successful in...
I was instrumental in...
I have achieved...
I have succeeded in...
I have assisted with...
I was intimately involved with...
I implemented...
I coordinated...
I created...
I introduced...
I helped with...
I planned...
I have organized...
I conducted...
I developed...
I improved...
I helped to...
My {accomplishment} led to...
My {accomplishment} resulted in...

Education Keywords

1. Highlight the word or phrase you want, and then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

Goal: Use These Words To Write About Your Level Of Education!

I posses a degree in...
I have a degree in ...
I have attained
I hold a...
I have recently completed...
Enclosed, you will find a copy of...
Accompanying my resume you will find...
In reference to the required qualifications listed in
your ad, I have...
Regarding the needs you seek, I have...
Concerning the qualifications you seek, I have...
I am taking...
I am currently taking...
I plan to take...
I am finishing...
I am currently finishing...
I plan to finish...
I am completing...
I am currently completing...
I plan to complete...
I am currently pursuing...

Action Keywords

1. Highlight the word or phrase you want, then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

Goal: Use These Words To Show Action In Your Cover Letter!

You can...	You can...	You can...	You can...
accomplish	decrease	improve	publicize
achieve	delegate	increase	publish
adapt	demonstrate	influence	purchase
address	design	inform	recommend
administer	develop	initiate	reconcile
advance	devise	innovate	recruit
advise	diagnose	inspect	reduce
allocate	directed	install	regulate
analyze	dispatch	institute	rehabilitate
appraise	distinguish	instruct	remodel
approve	diversify	integrate	repair
arrange	draft	interpret	represent
assemble	edit	interview	research
assign	educate	introduce	restore
assist	eliminate	invent	restructure
attain	enable	launch	retrieve
automate	encourage	lecture	revitalize
balance	engineer	lead	save
budget	enlist	maintain	schedule
build	establish	manage	screen
calculate	evaluate	market	set up
catalog	examine	mediate	shape
clarify	execute	moderate	solidify
classify	expand	monitor	solve
coach	expedite	motivate	specify
collect	explain	negotiate	stimulate
compile	extract	operate	streamline
complete	fabricate	organize	strengthen
compose	facilitate	overhaul	summarize
conceptualize	familiarize	oversee	supervise
conduct	fashion	perform	survey
consolidate	focus	persuade	systematize
contract	forecast	plan	tabulate
contribute	formulate	prepare	teach
control	found	present	train
coordinate	generate	prioritize	translate
correspond	guide	process	travel
counsel	head up	produce	trim
create	identify	program	upgrade
critique	illustrate	promote	write
cut expenses	implement	provide	

Passion Keywords

1. Highlight the word or phrase you want, and then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

Goal: Use These Words To Put Some Passion In Your Cover Letter!

I am passionate about...
I have a lot of passion for...
I am enthusiastic about...
I have great enthusiasm for...
I am excited about...
I have a strong interest in...
I have a love for...
I truly admire...
I sincerely revere...
I am devoted to...
I am delighted to...
I am very eager to...
I am very interested in...
It's my favorite thing to do...
I have a great desire to...
I am very fond of...
I have strong appeal for...
I am motivated to...
My motivation lies in...

Endings

1. Highlight the word you want, and then copy/paste it into your word processor.
2. Customize and Mix and Match as needed.

End Your Letter With One Of These Phrases.

All the best,
All best wishes,
Best,
Best Regards,
Regards,
Respectfully,
Respectfully yours,
Sincerely,
Sincere regards,
Sincerely yours,
Very truly yours,
Warmest greetings,
Warmest regards,
Warmly yours,
With appreciation,
With thanks,
Yours always,
Yours truly,

Formatting Your Cover Letter!

When you send out your Cover Letter and Resume, you will send it one of these three ways:

By E-mail: This is sending it online or on the Internet and is a very popular way to communicate with potential employers, headhunters and recruiters. Your Cover Letter and Resume will be in *digital form*. If you send your Cover Letter and Resume this way, you should format them so that they are 'e-mail' friendly! You will actually be UN-formatting them so that they are pure text (words). This is important because you don't want your Cover Letter and Resume to be received jumbled and unreadable. This can happen if you don't make your letter 'e-mail' friendly!

By Snail Mail (traditional postal mail). When you send your Cover Letter and Resume in the mail, you will print them out on paper. This gives you a lot of flexibility when you format your Cover Letter and Resume in your word processor. You'll understand why in a moment.

By FAX: You may be asked to FAX your Cover Letter and Resume. In this case, you will FAX a printed version. Therefore, you will format your Cover Letter and Resume the same way as you would the Snail Mail version.

E-Mail Format

When you submit your Cover Letter and Resume online (on the Internet), it will obviously be in digital form, i.e., from your computer, not on paper!

In order to prevent confusion, most digital documents should be unformatted when delivered to an employer (meaning they do not contain bold, italic, or underlining, just to name a few types of formatting). In other words, documents are simplified into a text only document. Nothing fancy.

When you finish creating your Instant Cover Letter in your word processor, simply click File, then Save as..., then in the 'Save as Type' box click either 'Text' or 'ASCII'. This will save your Cover Letter without any formatting into a new document. Now, open it up. It will look different to you because it's just text! Make sure you go through it completely so that the words are laid out properly (click the 'E-Mail Format' link above to see an example). When you are ready to e-mail or post it online, simply copy and paste it.

Snail Mail Format

When you prepare and print your Cover Letter and Resume, you will likely do so from your word processor. Therefore, you can format your Cover Letter in a number of ways including bold, italic, or underlining, just to name a few types of formatting. However, appearance matters. You want your Cover Letter to appear professional, while at the same time, and attract INSTANT attention! Here are some guidelines when preparing and printing your Cover Letter.

Use High Quality Paper - When you purchase paper, be sure that it is thicker than your average paper. You can use resume paper or some other type of paper, as long as it is a bit thicker. Ask the store attendant to help you chose your paper. You shouldn't be able to see through thicker paper as well as an average piece of paper. Paper thickness is rated. It should be around 24 lbs.

Use an Attractive Color - Paper color is often debated. Should it be plain white? Should it be gray or beige? Or should it be a particular color? The answer is: choose what you like and what is appropriate for the situation—it depends on the profession and demand. And be sure to use the same paper for your Cover Letter and Resume!

Note: However, keep this in mind. Almost everyone uses white or off-white paper. It's standard. There's no reason to avoid using COLOR to your advantage. Pastels and Bright colors can draw attention to your Cover Letter and Resume! When you combine COLOR with an Instant Cover Letter, you have a powerful combination that will draw attention to YOU instantly!

Use Personal Stationary - Have your personal information printed at the top of your stationary. Have it done at a print shop or if you have a laser printer, you can do it yourself. It's attractive and a lot of people seem to forget to use this simple technique.

*Note: Use standard fonts. Make sure you stay away from fonts that are hard to read! Here are some common fonts: Times New Roman, Arial, Courier New, Verdana, and Georgia.

Also: We recommend that you avoid using pictures or any type of art on your Cover Letter or Resume. It probably will not help you, and may hurt you.

Hand Write - If you have good penmanship, hand write your envelopes. Do not use labels unless you have to. Simply hand write your return address and the employers mailing address on the envelope. It has been shown in study after study that handwriting is much more appealing to the eye than labels and it's more personal.

Use a Plain Stamp - Don't use flashy or crazy stamps. A simple design, like the flag or a flower, will do.

Should You Include Your Salary History?

Sometimes a company will request that you include your Salary History. Should you include it in your Cover Letter or not? Good question! The answer is maybe. First, let's distinguish between a Salary *History* and a Salary *Requirement*.

- A *History* is simply a LIST of your previous salaries (yearly income) for each of your past jobs.
- A *Requirement* is a request by a company asking you how much you want your salary to be.

Salary History

If you are asked to provide your Salary History, the question becomes, do you have one? In other words, have you been working steadily (at different jobs is ok) for a number of years? If you have been working steadily then go ahead and include your Salary History on a separate piece of paper and attach it to your Cover Letter and Resume (or include it in an e-mail).

If you haven't been working steadily and/or you have breaks between your periods of employment, then it would be wise NOT to include your Salary History with your Cover Letter. Simply do not address the topic. If they like your qualifications, then it is unlikely they will disqualify you simply because you didn't include it. However, be prepared to explain your Salary History (and your breaks in employment) in person.

Salary Requirement

If you are asked to provide a Salary Requirement, you should do so and include it in your Cover Letter. However, it would be wise to provide a Salary *range* (40K to 50K) - not just one number (50K). The reasons for this are obvious. You want to give the employer a salary window to consider, rather than pinning him/her down to one number. It also shows flexibility on your part. Remember, you're trying to get the interview! You can negotiate your salary later!

Salary Requirement Examples

Please know that typical annual compensation requirements for someone with my skills, ranges from \$60,000 to \$80,000.

A salary of \$100,000+ would be appropriate for someone with my experience. However, my salary, while important, is not my main concern. I am more interested in the potential for advancement within the company.

Presently, I would prefer to consider salaries in the range of \$30,000 to \$40,000.

My required salary would depend on benefit packages and opportunity for advancement, but I will consider a range of \$25,000 to \$35,000.

Love Your Job!

"Choose a job you love, and you will never have to work a day in your life." -Confucius

Your future employer wants you to be PASSIONATE about your work. All companies are looking for employees who WANT to work or ENJOY their work. A happy employee is a productive employee. Of course, conducting yourself as a professional is a given. However, sometimes passion is INCORRECTLY confused with being "unprofessional."

If you want to get ahead in your field, professional conduct is a must. No one likes "loose cannons" or people who don't think before they act or speak. However! Being professional alone can be an obstacle for people trying to advance their careers. NO ONE HAS EVER succeeded by being a "professional" employee ONLY.

What's the missing ingredient you ask? If you SHOW this missing ingredient in your Cover Letter, you will dramatically increase your chances of getting the job. If you REALLY FEEL this missing ingredient, you WILL GET the job. So what's the ingredient...??

PASSION!!!

**Passion: A strong feeling; an object of enthusiasm;
intense emotion that compels action!**

This doesn't mean you have to change your personality. Quiet passion is just as effective and impressive as overt passion. Over and over again, it has been shown that in the end, passion wins out.

The more passion you show (in your own way) to your prospective employer, the more likely you will get the job. You can also think of passion as DRIVE or COMMITMENT. Remember: NOTHING ever great was accomplished without passion.

Think about all the amazing people in history, who against all odds, have taken a chance with their idea, taken a risk on a voyage, or taken out a loan on an invention. They didn't do this to be "different." They did this because they had PASSION for what they were doing. They believed in it! Believe in yourself.

Mr. and Mrs. James R. Contest Winner #1

6439 Venus Court, Anytown, USA 12345 * HM: 555-555-0101 * CELL: 555-555-1212 * adamj@email.com

March 6, 2007

Shannon Tripplehorn
Commercial Property Management, AMO
718 Oak Drive, Suite A
Your town, USA 23456

Ms. Tripplehorn:

Immediately Available: Dynamic, Personable Couple With Strong Communication Skills and A Passion For Quality Customer Service!

We are Mr. and Mrs. James R. Contest winner. Over the years we have had the opportunity to hold incredible individual managerial positions. We are now looking forward to applying our skills and knowledge in a combined effort where we can continue to grow in this field while working as a team!

We hope you'll agree that the combinations of our qualifications for this "on-site" management position are a perfect fit.

As you will see included in our resumes, our wide-range of challenging and exciting experiences provides us with many insights into your company's procedures. We possess excellent communication skills which we firmly believe to be a most valuable attribute in any managerial position.

Not only do we possess the qualifications you would want and expect in a successful management team, we also possess another powerful intangible quality - commitment to excellence!

We are eager to show that our intelligence, competence, maturity, and enthusiasm will be a positive contribution to your company. We welcome the challenge to perform multiple activities.

We are excited about the possibility of a personal interview at your earliest convenience to further discuss our credentials with you.

Best regards,

James R. Contest winner and Linda M. Contest Winner

(Signatures)

HM: 555-555-0101
CELL: 555-555-1212

P.S. Thank you in advance for your consideration in what we have to offer. We look forward to meeting with you shortly!

Enclosure: Resume

Melinda Contest Winner #2

12345 Lakeside Drive, Lovely city, USA 12345
(555) 555-1212

March 10th, 2007

{Hiring Manager}
{Title}
The Computer Corporation
31440 Western Highway
Favorite Hills, USA 12345-1212

Dear {Hiring Manager},

I'm available immediately and highly interested in the CompSoft Technical Consultant position for the Industry Hills Public Schools.

For the past three years, I have had the opportunity to become an expert in CompSoft, which I truly love. I am now looking forward to applying my skills and knowledge in a new setting, with an established company, where I can continue to grow in this field. In addition to my CompSoft skills, my fifteen years of experience with all aspects of the systems development life cycle will make me a valuable asset to both your company and your clients.

After recently researching The Computer Corporation's vision / mission, I believe that my abilities can make an immediate and positive impact on your bottom line. Particularly, I can help with providing value-added CompSoft consulting by delivering quality performances that will lead to success stories for your clients and additional business for your company.

Systems Development is more than a job to me—it's my passion in life; understanding business problems, providing recommendations for business process improvements, and providing technology solutions that support business objectives is what I can offer The Computer Corporation.

I will follow up with a phone call in a week to make sure you have received my application as well.

Sincerely,

Melinda Contest winner

P.S. I would love the opportunity to discuss this position with you in detail, during a personal interview to demonstrate my knowledge and skills. I can be contacted at 555-555-1212 to make arrangements for this immediately. Thank you in advance!

Enclosure: Resume

Jeffrey P. Contest Winner #3
123 River oak Dr.
Favorite Town, USA 12345
Phone: 555-555-1212

September 15, 2007

Technical and Management Services Corporation
4000 Power Road, Suite A
My Town, USA 12345

Ref: WR-08-24/03 - System Administrator/Network Technician

Please Note: I wanted to address this letter to you by name, but it was not provided in the on-line job notice. I am extremely interested in this position.

Immediately Available: Experienced Network Professional with a Passion for Information Technology and Customer Service!

Dear Hiring Manager;

I have five solid years of experience as a network administrator in the United States Air Force. One of my most important objectives was fostering a high-quality working environment in the IT department. I enjoy performing network operations, providing user support, and tackling challenges! I am also well known for developing innovative solutions to problems. I maintain the highest standards of professionalism and pocket a wealth of core values – most importantly, *integrity*.

My years of customer service experience have helped me hone my support skills razor sharp. My years of military service have taught me, not only how to be a good soldier, but a skilled communicator with all levels of management. Additionally, I have 15 years experience as an aircraft mechanic with expert knowledge of DOD and Depot Maintenance processes. I welcome the chance to bring my knowledge, experience, and skills to the *TAMCO team!*

I would like the opportunity to discuss this position with you in detail, during a personal interview. I am currently performing data migration and equipment upgrades under contract with Apex Systems, Inc. In the event I am not available at my home number (555-555-1212), please contact me on my mobile phone (555-555-2121) and I will fit my schedule to meet your needs to interview for this position.

Sincerely,

Jeffrey P. Contest Winner

P.S. "I believe success is sweeter when the challenge is greater – and boy do I have a sweet tooth!"

Enclosure: Resume