

Contents at a Glance

<i>Introduction</i>	1
<i>Part I: Cover Letters and So Much More!</i>	7
Chapter 1: News Flash: Cover Letters Are Grown Up and Have Kids	9
Chapter 2: Creating Images Online for Now and Tomorrow	23
Chapter 3: Special Marketing Messages Outrun Rivals.....	31
<i>Part II: Creating Compelling Communications</i>	47
Chapter 4: Writing Your Way to a Job.....	49
Chapter 5: Language That Snap-Crackle-Pops	59
Chapter 6: Great Lines for Success.....	75
Chapter 7: Job Seeker's Skills Finder.....	91
<i>Part III: Job Letters: Sample the Best</i>	111
Chapter 8: Job Ad Reply Letters	113
Chapter 9: Broadcast and Prospecting Letters.....	151
Chapter 10: Networking Letters	183
Chapter 11: Resume Letters	197
Chapter 12: Thank-You and Follow-Up Letters	213
<i>Part IV: Online Messages: Sample the Best</i>	233
Chapter 13: Branding Statements and Online Profiles	235
Chapter 14: E-Mail Cover Notes	249
<i>Part V: The Part of Tens</i>	263
Chapter 15: Ten Urban Legends to Toss.....	265
Chapter 16: Ten Tips for Top-Rated Online Profiles	271
<i>Appendix: Directory of Job Letter Writers</i>	277
<i>Index</i>	285

Table of Contents

.....

<i>Introduction</i>	1
About This Book	1
Conventions Used in This Book	2
Foolish Assumptions	2
How This Book Is Organized	3
Part I: Cover Letters and So Much More!	3
Part II: Creating Compelling Communications	4
Part III: Job Letters: Sample the Best	4
Part IV: Online Messages: Sample the Best	4
Part V: The Part of Tens	4
Appendix	4
Icons Used in This Book	5
Where to Go from Here	5

Part I: Cover Letters and So Much More!

Chapter 1: News Flash: Cover Letters Are Grown Up and Have Kids	9
A New Age of Self-Promotion Is Here!	10
Cover Letters Are Alive and Sell	11
Looking good at first light	12
Targeting the employer's needs	12
Showcasing your attractive personality	13
Closing gaps in your work record	13
Highlighting your skills and accomplishments	13
Demonstrating your communication skills	14
Taking the wheel	14
Meet the Letters Family	14
Job ad reply letter	15
Prospecting letter	15
Broadcast letter	15
Networking letter	15
Resume letter	16
Job fair cover letter	16
Thank-you letter	16
Follow-up letter	16
Professional branding statement	17
Online profile	17
E-mail cover note	18



Pulling Out the Stops with Special Marketing Messages	18
Sing, Cover Letter, Sing.....	18
Customize and use names	19
Speak the right language.....	19
State the reason you're writing.....	20
Explain why you're a top candidate	20
Tell them why you admire them.....	20
Declare what's next	21
Read and reread	21
Be a savvy submitter	21
A Different Kind of Cover Letter Book	22

Chapter 2: Creating Images Online for Now and Tomorrow 23

Web 2.0: A New Online Jobscape	23
The Great Connecting: Online Networking Services	25
Downsides to social networking	26
A secret garden of informal references.....	28
Start Spinning Your Web	29

Chapter 3: Special Marketing Messages Outrun Rivals. 31

Running Through Extra-Credit Job Search Documents	32
Accomplishment sheet.....	32
Request-for-promotion letter	32
Leadership addendum	33
Checklist comparison.....	33
First 90 days forecast	33
Reference commentary	34

Part II: Creating Compelling Communications..... 47

Chapter 4: Writing Your Way to a Job 49

Advantages of Stand Out Cover Letters	50
Disadvantages of Stand Out Cover Letters	52
Many Job Hunters Have Writer's Block.....	52
Ugly Typos, Ugly Letters, Fewer Offers	53
Overcoming What-If Worries.....	54
The Anatomy of a Cover Letter.....	55
Contact information	55
Date line and inside address	55
Salutation	55
Introduction.....	56
Body.....	56
Conclusion	56
Closing, signature, and enclosure line	57
Get Ready to Write	57

Chapter 5: Language That Snap-Crackle-Pops	59
Refreshing Your Language	59
So why are you writing?	60
So what? How does it matter?	60
Technical versus nontechnical language	60
Concise but thorough	61
Active voice versus passive voice	66
Past/present tense	66
Fundamentals of Grammar and Punctuation	67
Sentence fragments	67
Run-on sentences	67
Dangling participles	68
Misplaced modifiers	68
Semicolons	68
Punctuation in parenthetical expressions	69
Hyphenating words for clarity	69
Abbreviations	70
Consecutive numbers	70
A number at the beginning of a sentence	71
Commas	71
Commas in a series	71
Capitalization	71
Capitalize titles of departments, companies, and agencies	72
Formats for Organization	73
Read for Smoothness	74
Chapter 6: Great Lines for Success	75
Starting Your Letter	76
A Sampling of Grand Openers	77
Avoid Leadoff Losers	80
Skip Salutation Snoozers	81
Power Phrases to Use Anywhere	82
Keep Control with an Action Close	86
Action close	86
Action close plus	87
No-action close	87
Examples of the Action Closes	88
P.S. A Final Important Point	89
Great Lines Woo Reluctant Readers	90
Chapter 7: Job Seeker's Skills Finder	91
Decoding the Skills Lineup	91
Foundation skills	92
Where There's a Skill, There's a Way	94
Speaking Out about Your Skills	95
Foundation skills checklist	96
Crossover skills checklist	99

Popular Skills that Employers Want.....	106
Personal Qualities That Employers Want.....	107
Give Serious Thought to Certifications.....	107
Crash course on certification.....	107
What's certification worth?	108
Good Luck on the Great Skills Search.....	109

***Part III: Job Letters: Sample the Best* 111**

Chapter 8: Job Ad Reply Letters. 113

Watch for Smooth Moves	113
Magic connectors.....	114
P.S. winners	114
Fast starters.....	114
Praise starters	115
Design arts	115
Chart champs	115
Attention grabbers.....	116
Memorable storytellers.....	117
Blue standard-bearers.....	118
Internal achievers	118
Main points	118
Feast Your Eyes	119

Chapter 9: Broadcast and Prospecting Letters 151

Send Postal Mail or E-Mail?	152
Techniques to Notice	152
On with the Letters!.....	156

Chapter 10: Networking Letters. 183

Short Key Points about Job Networking.....	184
Networking Letters to Note.....	184
Watch Out — Samples Ahead	186

Chapter 11: Resume Letters 197

Don't Let Your Great Design Be Ambushed	197
Keep an Eye Peeled for Good Writing.....	199
Unveiling the Resume Letter Samples	200

Chapter 12: Thank-You and Follow-Up Letters 213

The Mechanics of Sales Power	213
Letters to Remember You By.....	214
Set Your Eyes on Stand Out Samples!.....	216

Part IV: Online Messages: Sample the Best 233

Chapter 13: Branding Statements and Online Profiles235

Styling Your Professional Brand..... 235
 Professional branding for the little guy 236
 Bringing on the branding samples..... 237
 Creating Your Online Profile 241
 Short stories 241
 Long stories 241

Chapter 14: E-Mail Cover Notes.249

Cover Notes Offer Spanking Smart Start..... 250

Part V: The Part of Tens 263

Chapter 15: Ten Urban Legends to Toss265

It's Okay to Send Your Resume without a Cover Letter 265
 Your Cover Letter Summarizes Your Resume 266
 A Cover Letter Merely Transmits Your Resume..... 266
 You Can Routinely Use a Generic Greeting — “Dear Employer” 266
 Keep Your Cover Letter Really, Really Short 267
 A Handwritten Cover Letter Is Best — It's Personal..... 267
 If You Can't Find a Job, the Letter Is at Fault 268
 The Letter Is Your Chance to Discuss Your
 Personal Life and Feelings 268
 Include Salary History and Expectations in Your Cover Letter..... 269
 After You Send a Letter, the Ball Is in the Employer's Court..... 269

Chapter 16: Ten Tips for Top-Rated Online Profiles.271

Do Establish Your Expertise 271
 Do Captivate Your Audience..... 272
 Do Write Outside the Box..... 272
 Do Rightsize, Not Supersize 273
 Do Write Robust Headlines 273
 Don't Oversell Your Versatility..... 274
 Don't Overdo Overused Self-Praise..... 274
 Don't Regurgitate Your Resume 274
 Don't Be a Victim to Perilous Posting..... 275
 Don't Play Hide and Seek..... 276

***Appendix: Directory of Job Letter Writers* 277**
 A Glossary of Professional Certifications 282
 Professional Organizations 283

***Index* 285**