



Knock 'em Dead Cover Letters: Cover Letters and Strategies to Get the Job You Want

Martin Yate CPC

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Great strategies for writing killer cover letters!

At a time when every job seeker needs an edge, Martin Yate, CPC, shows you how to dramatically increase your chances of landing an interview with a dynamic cover letter. Using his 25+ years of experience, he has built a practical, easy-to-follow approach to creating every type of letter you will use in a job search. Inside this book, you'll find all-new examples of cover letters and learn how to use his proven methods to:

- Determine the relevant keywords that will send your application to the top of database searches
- Effectively display your personal brand and the transferable skills you bring to a job
- Conduct a simple web search to find contact information and get your material in front of managers and recruiters
- Figure out when you should mail a hard copy of your application to the recruiter instead of sending an e-mail

With *Knock 'em Dead Cover Letters, 11th Edition*, you will grab employers' attention--and score the job you want!

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