

Title:

No More Generic Cover Letters!

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737

Summary:

Creating a job search cover letter doesn't need to be a laborious process. Effective cover letters

If you are answering an ad, address the requirements in the ad and speak to how your experience

Keywords:

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Article Body:

Creating a job search cover letter doesn't need to be a laborious process. Effective cover letters

If you are answering an ad, address the requirements in the ad and speak to how your experience

But instead, what generally happens is this. Bob is looking for a job. He looks through the papers

Then nothing happens. He wonders why. He shrugs his shoulders and starts all over again. On the

First, he gives some careful thought to his previous jobs: which ones he's liked and why, which

Then he begins to look for companies that fit this profile - whether they have ads in the papers

In the first paragraph, Bob says why he's writing to that particular company. Instead of "I am

In the second paragraph, Bob personalizes it. This is the paragraph (or two) that varies with each
paragraph of about the same length. This part comes from the heart. Why are you writing this cover

The third paragraph winds everything up. And don't forget to be pro-active. Give the person to

Don't think you can get away with a generic cover letter. You can't. They're spotted at 100 yards

Is all this a lot of trouble? Yes, it is. But that's how you stay in control of your career: by

That gives you much better odds than ending up at the bottom of some pile on a desk. Because if

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