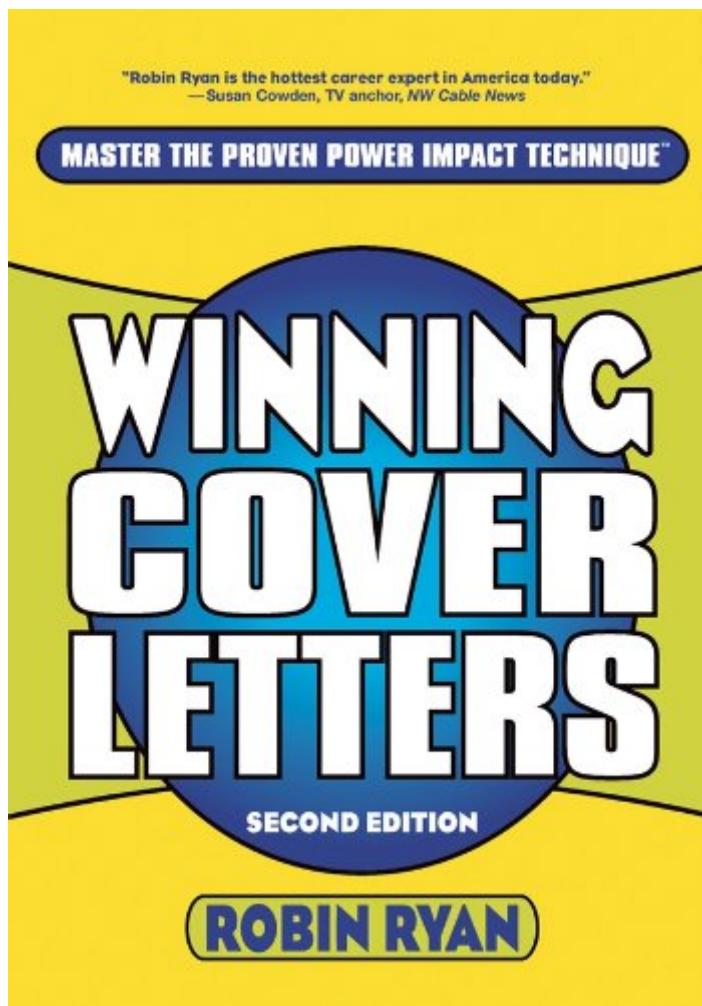


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Winning Cover Letters



Synopsis

"Robin Ryan is the hottest career expert in America today." --Susan Cowden, TV anchor, NW Cable News **LAND YOUR DREAM JOB WITH THE PERFECT COVER LETTER** With the expert advice of Robin Ryan, one of America's top career coaches, thousands of job hunters have beaten the competition and landed their ideal jobs. Her innovative and simple step-by-step plan incorporates the results of an extensive, nationwide survey of hiring managers and human resources personnel to offer proven, world-class job hunting techniques and strategies. You'll create powerful, attention-grabbing letters, avoid costly mistakes, and learn to sell yourself and your skills to the employers you want to work for. With Ryan's popular and highly effective Power Impact Technique(TM), you'll have employers hunting you. This newly updated Second Edition features even more Winning Cover Letters, examples of what not to do, and new chapters on using the Internet, marketing yourself, and much more: * Fatal mistakes to avoid as viewed by human resources professionals who've seen it all * World-class cover letters that landed interviews and jobs * Exercises to help you assess your skills and accomplishments * The writing technique selected by 96% of hiring managers as their preferred style * A new, special section for top executives-including CEOs, presidents, and vice presidents * New advice for those in the creative arts, new graduates, volunteers, and career changers * Tips on writing target letters to catch the eye of the employers you want to work for "This book is a major breakthrough, teaching you how to easily write effective cover letters that employers will respond to." -Mark Tranter, founder, America4Hire "By far, this is the best book ever written on writing cover letters." -Sandy Dehan, HR Manager, Fortune 500 company "My dream job called after I mailed my first cover letter. I landed the job and owe it all to Robin Ryan's effective techniques." -Marianne Jones, client

Book Information

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Customer Reviews

I have bought two of Robin Ryan's books, "60 Seconds and You're Hired" and "Soaring on Your Strengths." I believe the 60 Seconds book was instrumental when I landed the job I currently have. I practiced my 60-second pitch and I think it helped me secure the job. One of the interviewers told me later that I was "the cream of the crop,": focused on the job requirements and how I could satisfy them. I've been happy at this job, but started to wonder if I could do better and make more money somewhere else. For the last three or so months, I have been diligently answering ads but not always including a cover letter. My rationale: Why bother? It's too much work, and people don't read them anyway, and if they do, it's only for a few seconds. They'll hire me on the strengths of my resume. Boy was I wrong.I have to give Ms. Robin props for writing this effective book. I gauge its success by the results it delivers, and deliver it does. Using one of the techniques she outlines, I sent off a resume and cover letter for a job that's related to my current field but not in the industry I'm in, but pays almost double my current salary. I followed the guidelines and sent them off as a test to see what would happen.I was amazed that after only two hours of sending off the resume and cover letter, I got an e-mail from the recruiter wanting an interview. Wow--that has never happened to me before. It was even more amazing because it's a very competitive field with plenty of qualified applicants.I'm now convinced that I will never send off a resume without a thoughtful cover letter that addresses the job at hand and how my experience fits the bill.If you've been job hunting without success, get this book. It's a very competitive out there and anything that can help distinguish you from the pack is worth the effort. This book helped me focus on my strengths and accomplishments. Its small price belies the wealth of information and insight you'll get.

I had this book forever ago and loaned it out to friends. Never returned back to me, I decided to buy it again. I love having this book handy for any cover letter I may need to write in my future. Great

GREAT book for those who want some help just formatting your cover letter. I actually was HIRED as an assistant to a VP of a major record label because my cover letter was so impressive. Granted, he had to interview me and go through all those steps, but the cover letter is what got me my interview and kept me in the running. He still commented on it throughout the entire time I was employed there.

Outdated book, hasn't been updated in well over 15 years. Times have changed but this book hasn't. Save your money and look online for examples instead.

I have been reading this book very closely and it does offer some good advice. However, in many instances, the book starts off with people who are highly experienced and does not offer much for people who don't have much experience or are still new to their field. I think this book fell a bit short in that aspect. It seems more like a book aimed towards people who have at least 10+ years of experience but does not have much advice and tips for new grads or people who are not very experienced. But still a good book to read for those who want to write a decent cover letter.

lots of examples.... nothing really that isn't intuitive. if you can string together clear sentences on your own, you really don't need this...not much really much of a reference... but I was pretty desperate.

Good source!

product was as described

Robin Ryan is a great mentor and author and this book really helps the individual who is looking to land a great job.

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