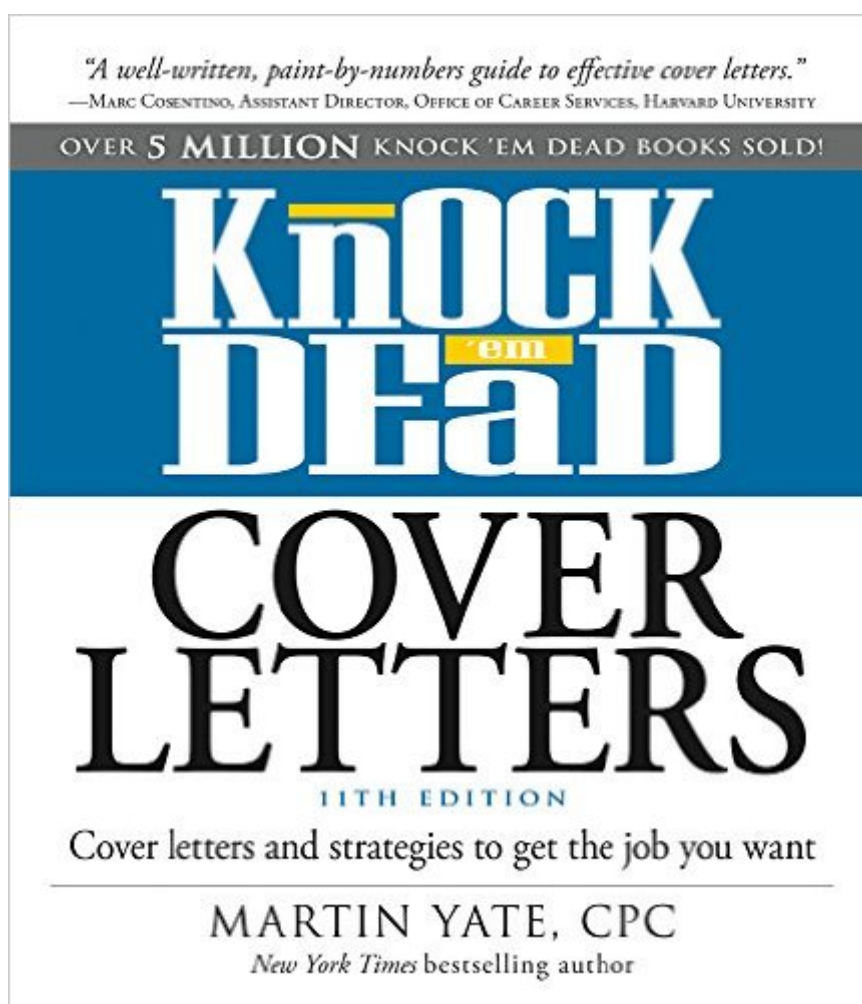


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# Knock 'em Dead Cover Letters: Cover Letters And Strategies To Get The Job You Want



## Synopsis

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!

## Book Information

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## Customer Reviews

I used this along with "Cover Letter Magic" and "The Very Quick Job Search," and I prefer those over this one. Though certainly an improvement over the old "Enclosed please find" style, the examples throughout the book are still a bit stiff, unnecessarily wordy, and dated. There's also not as much variety as in the other books. On email cover letters, he gives a bit of misinformation, which suggests he may not be as up-to-speed on email limitations as he could be. Specifically, he suggests using a signature-styled font in an email. (That only works if the recipient has the same

font on their PC.) I liked the examples of "Resurrection" letters (basically a thanks for the rejection), but their use is never explained in the book, so there's nothing to suggest this tactic is effective. (The only mention in the other books is in "Cover Letter Magic." They advise against them.) My guess is that this would have to be done selectively and carefully. What may be seen as persistence by the job seeker may be interpreted by the potential employer as either not being able to take a hint or a desperate need to have the last word. It's an okay book, particularly if your personal style is somewhat formal and "old school," but it's not worthy of its title.

I appreciate that this book sets up different scenarios, "When You Have No Referral and No Job Posting," "When You Are Responding to a Job Posting," etc. The "Target Job Deconstruction" exercise is helpful and not typically addressed in resume/cover letter books. Mr. Yate also gives a lot of examples of cover letter wordings, and it's easy to go through to pick and choose what you like. A full two-thirds of the book is devoted to sample letters. It's the samples that baffle me and cause me to give this book a low rating. Suggested cover letter openings include: "I understand you are a manager who likes to gets [sic] things done,[sic] and who needs competent, focused, goal-oriented employees . . . " "I thought the best way to demonstrate my drive and creativity was to get you my resume in this priority mail envelope." "Although I am currently employed by one of your major competitors, I must admit that I was captivated by your company's mission statement when I visited your website." Really? These are awful. As an employer, it'd get my attention, but not in a positive way. As a potential employee, I wouldn't want to work for anyone who found these interesting, or cute, or whatever the goal is. Overall, the negatives outweighed the positives.

I used this book when I was job searching during my senior year of college. I read it cover to cover, and followed the author's advice. I was highly successful in my job search, landing my dream job. I was even complimented several times on my "very creative" cover letter. You can't go wrong with this book!

Maybe it was just a coincidence, but the first job I wrote a cover letter for using this book is the first one that called me for an interview, and ultimately hired me for. Even though there weren't any specific example letters for my position (biology major, research laboratory assistant), I was still able to pick and chose phrases to craft a persuasive cover letter. I really think you should give it a try!

Excellent book it showed me all I needed to write the perfect cover letter and it was incredibly easy

to read and showed excellent examples of all different types of job seeking situations. I highly recommend this to anyone...from professionals to those seeking part-time employment, well done Mr. Yate!

This is a good book for anyone job hunting who puts in considerable effort on mailings. It is packed with well written letters that (according to the author) get results and generate phone calls. I haven't been successful yet, but I just read the book yesterday. It is well written, though, and served to energize my search efforts. I think it's worth the money.

I think the letters in this book are just average, and they focus on me, me, me. There is nothing that helps the writer craft a letter to meet the needs of the employer. A good title, but this book misses the mark.

Cover letters are what help get you to the interview. The Knock 'em Dead books are the only books I recommend to job seekers. When I was looking for a job, I used the Knock 'em Dead books. While my friends weren't getting interviews, I was. While they were waiting for interviews, I had multiple interviews and job offer. They helped me land my present job. I swear by these books!

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