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Stand Out Cover Letters: How To Write Winning Cover Letters That Get You Hired



Synopsis

BOOK DESCRIPTION ***WANT TO KNOW HOW TO GET A JOB IN THE OVERCROWDED JOB MARKET?*** Don't be like everybody else and do what everybody else is doing. Learn how to write cover letters that stand out! Once you know how, you'll be able to write cover letters for jobs you really want that showcase you as a standout candidate to get you the job interview. This book will show you how. The approach to cover letter writing in this book is different to others. It focuses first on helping you ensure you have a stand out mindset which the author believes you need to have first, then it teaches you how to write a stand out cover letter. Whether you're just out of college, changing industries mid-life, or charging up the corporate ladder, you want to get the best job possible, but how do you stand out when just about every job attracts hundreds or more applications? Then there's the infamous ATS - Automatic Tracking Software. These days cover letters and resumes are frequently subject to ATS requirements. But how do you write a letter that satisfies both human and bot eyes and at the same time stands out from the rest? No matter how disillusioned or frustrated you may have felt about writing cover letters for jobs in the past, now there's a new and better way. Follow this simple, cutting edge cover letter writing method and get the job you want. In this book you will learn: How to ensure you have a stand out mindset before you write your letter A free downloadable workbook to make your preparation fun and easy. The exact step by step proven method others are using to create cover letters again and again. Various cover letter examples. How to access the 80% of jobs never advertised, known as the hidden job market Simple tips and strategies, including how to make your letter stand out AND be ATS compliant. Critical mistakes to avoid. How it's possible to create a stand out cover letter without writing a single word. What's stopping you from standing out and being hired for the job of your dreams? Only knowing what to do differently to other job seekers and now this book will show you how. Once you know the formula your job hunting days will soon be over. ACT NOW! Click the orange BUY NOW button at the top of this page!

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Customer Reviews

When embarking on a job search, it is no longer enough to just have an outstanding resume, professional developed these days. You must convey your message by selling yourself in a unique and concise manner that the hiring gatekeeper can understand quickly and easily. Remembering that most hiring gatekeepers are probably not technical experts on the jobs they are hiring for, you have to target yourself to their needs. That is where the cover letter becomes super critical. Stand Out Cover Letters teaches you have to mimic the job ad specific to your talents that will meet the needs of the potential employer. It helps you develop a sound, strong quick commercial of yourself that meets every need the employer is looking for and helps you match your talents to it. It is the ultimate bridge you need to get through the gatekeeper to the actual decision maker. Filled with a multitude of examples as well as detailed exercises to help you understand, Stand Out Cover Letters will give you all the tools you need to write the perfect cover letter for your already perfect resume. Get this copy now, follow the steps and find your next job quicker than ever before.

The book is so good that as I was reading it, I got impatient to start applying for jobs again and writing cover letters based on the author's advice. The value of the author's clear, elegant and well-structured system for writing stand out cover letters becomes evident as you read through the book and the numerous examples he provides. It just makes perfect marketing sense. If you are applying for jobs, this book is a must-read. Concise and to-the point, it nevertheless manages to provide not only practical advice and useful examples, but also strong motivation and an itch to go and try out this punchy stand out cover letter format and the mindset that goes with it.

Really excellent book on how to successfully communicate your skills and interests to a prospective employer. Much more than just about cover letters, the book is also a guide to self-assessment of one's skills, values and interests. The author invites the reader to have the courage to be honest with oneself and authentic in the job search and application process. This is what made the book most valuable to me. There are of course the technical details of organizing and composing the letter, and

details of electronic delivery. Straightforward writing, well organized, no fluff. Highly recommended.

If you are a job seeker or in a career transition, this book is a must read. Resumes, no matter how impressive, won't be the tool that locks in your next position. To be the successful candidate, we really need to set ourselves apart from the rest by providing future employers a Stand Out Cover Letter. These future employers want to know about YOU, your uniqueness, your gifts and what you can bring to their team. Read this book and learn how to craft a cover letter that engages the reader and entices them to want to know more, ensuring you make it to the next step - the interview. In Stand Out Cover Letters, Mark Baker walks you through the process step by step. I found this book easy to read and follow and extremely helpful. It is a business tool that is actually enjoyable to read. I feel privileged to have been able to read an advance copy of the book and have already shared its content with others who are on the job hunt.

This is a great book not only because it was well written, but also because it explains why cover letters are still relevant. I used to think that cover letters were obsolete. So many things are digital now. But the author explains, in a very interesting way, how to write a cover letter and what mistakes I need to avoid. I also like the fact that the author did not explain cover letters to me like I'm an idiot. I hate when business books come across like the author is some all-powerful wizard. This book doesn't do that. It did give me actionable advice and explained why.

As one who has mentored and coached people with their professional development for two decades I highly recommend this excellent book. The author is a professional with direct experience and proven credentials. The book not only gives insight on how to write an effective cover letter, it provides useful strategies for the job search and interviews. It is well organized and easy to read. The downloadable work book is a welcomed bonus. I hope the author will write more books to help job seekers in today's highly competitive workplace.

I really could have used this book when I was out in the work force trying to stand out from the rest of the competition! Your cover letter is your smile, your personality, your value, and your work ethic and should not be taken lightly. Mark Baker has created a comprehensive guide with some amazingly simple exercises that take you through the step-by-step process of creating a cover letter that will make you stand out, and provide the best chance of landing that dream job. What are you waiting for? Your dream job is there waiting for you and Mark Baker will help you land it!

Clear-cut precision and on-the-mark acumen are just a couple terms I would use to describe Mark Baker's latest book. He has plenty of room for the practical advice, but the real jewel in his writing is the power to convince readers that this is more than just writing stand out cover letter; it is about taking on a standout quality for all aspects of life. He encourages you to not just settle for going through the motions; there's no way of growing that way. The man writes with confidence, and much of it will rub off on you by the time you reach the last page. An excellent investment.

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