## **The Magic Cover Letter**

The Quick Start Guide to an Interview-Getting Cover Letter (plus email)

#### **STEP 1: DOWNLOAD YOUR COVER LETTER TEMPLATE**

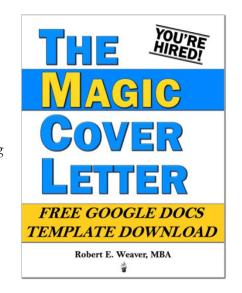
> CLICK HERE FREE GOOGLE DOCS COVER LETTER

#### **STEP 2: TAKE ACTION NOW!**

> Follow the instructions in your downloaded template to start writing your own *Magic Cover Letter* and email.

#### **STEP 3: ADDITIONAL FREE RESOURCES:**

> Watch the video lessons below for MORE detailed, step-by-step instructions on writing your Magic Cover Letter and introductory email.





Attention Grabbing Cover Letter | How to Make Yourself Irresistible!



Dear Hiring Manager | Avoid These BIG Cover Letter Greeting Mistakes!

Watch now > https://youtu.be/4-RaSy4EBe0



Cover Letter Closing Salutation | Avoid These Interview-Killing Signoffs! Watch now > https://youtu.be/jrikor2QMgM



What to Write in an Email When Sending a Resume | Copy My Proven Email Template

Watch now > https://youtu.be/faX3nlWezYc

Watch now > <a href="https://youtu.be/XrhSMpPd120">https://youtu.be/XrhSMpPd120</a>

#### STEP 4: CHECK OUT THE EXAMPLES NEXT PAGES

> Watch the video lessons below for MORE detailed, step-by-step instructions on writing your *Magic Cover Letter* and introductory email.

**P.S.** If you want to EXPERT help writing and designing your very own *Magic Cover Letter* (and email), you can apply to work one-on-one with me.

#### ROBERT E. WEAVER, MBA

E-MAIL: ROBERTXX@OUTLOOK.COM MAIL: 1111 YYYYY LANE, XXXX, TX 7XXXX CELL: 2XX-214-1672

Joe Owen, President Strategic Parameters

Greetings, Joe!

Take a look below and see that I meet the requirements for the position of Strategic Guru.

Required Qualifications:		Robert Weaver's Experience:
#1:	Ability to travel up to 100%.	Yes.
#2-4:	Bachelor's degree in related field	B.A. English. 20-plus years experience starting and working in a variety of
	Eight years related experience	businesses, including as a consultant. M.B.A, marketing emphasis.
	Master's degree preferred	
#5:	Five years consulting experience	Yes.
#6:	Experience in strategic planning	Led new strategic planning process at college. Co-developed strategic plan for 7-partner CPA firm.
#7:	Facilitation experience	Facilitated hundreds of classroom discussions PLUS multiple workplace collaborations among colleagues and higher education organizations.
#8-12:	Handle multiple priorities effectively	Merged three departments to improve customer services. Quickly learned
	Assimilate information quickly	complexities of federal financial aid awarding and tuition revenue leveraging
	Analyze problems	and implemented plan to maximize net tuition revenue. Re-focused
#12	Implement solutions	recruiting and marketing strategy. Result: 20-year enrollment record.
#15:	Work independently while managing a functioning team	Managed 3 departments, 12 full-time staff and 30+ part-time workers while maintaining heavy travel schedule. Worked at home office for 3 years while leading 13 universities across U.S. in collaborative marketing effort.
#14:	Excellent interpersonal skills in dealing with all levels of staff	Scored a high favorability rating (average of 4.54 out of 5) by all observers (boss, direct reports, peers) in most recent Checkpoint 360.
#15:	Excellent written and verbal commu- nication skills, including training, presentation and negotiating skills	Written press releases, brochures, web content, direct mail, sales letters. Given hundreds of presentations. Negotiated multiple increasing budgets with presidents, CFOs and enrollment VPs of 13 colleges.
#16:	Excellent organization skills	Yes. Example: managing accurate distribution of thousands of student applications between 13 colleges and universities.
#17:	Excellent computer skills	Referred to as PowerPoint guru by colleagues; advanced user of Excel and Word; experienced user of Photoshop, Captivate, Indesign and more.

Interestingly, after reading about Strategic Parameters, I have some ideas, based on my experience, you may find useful for expanding your client base into new markets. You can reach me at: 254-214-1672.

11. 10

Robert E. Weaver, MBA

P.S. I have the ability to use influence (vs. force) to get multiple decision-makers to act in harmony. I look forward to discussing how this skill can help you get more profitable clients.

# (Page 3) Example Magic Cover Letter #2

My client received an immediate interview invitation with this Magic Cover Letter even without any direct experience for the job.

See her text >>>

"7 • I Phone L • E-mail: )@gmail.com

### How being a university chaplain prepared me to be a spa ambassador ...

(... and taught me how to give every client my best, caring attention).

Greetings Gina! You may think my previous experience as a university chaplain was LOUSY preparation for the position of Spa Coordinator. But as a university chaplain I was an ambassador to students, parents and the public in every situation you can imagine. The skills I developed ... including the ability to give each individual my full, caring attention ... are profitably transferable. But don't take my word for it. See for yourself below how my experience will make me an effective ambassador for your company:

guidelines to prep for the interview.

Now get ready for a lot of exclamation marks! Lol. I just wanted to share that the cover letter for ESPA at The Joule scored an interview!!! They called me just a little while ago and emailed me asking when I'd like to come in!! I think those headers/intros make a huge difference in a

#### Required Job Duties:

#### My Experience:

Organize scheduling of appointments to maximize use of time and profitability whilst ensuring client's needs are of first importance.	16 years caring for the needs of others in a variety of settings. Plus, multiple years managing staff and guest schedules.
Obtain, accurately record relevant guest info including contact details, credit card details, requests/preferences	Managed global travel arrangements, documents, and confidential records.
Prepare all guest correspondence and administration as per brand standards and ensure excellent presentation	Prepared all correspondence to guests and incoming speakers using brand guidelines.
Respond to all guest enquiries promptly and efficiently	Frontline responder to guests/speakers.
Provide information on spa facilities during tours including benefits, utilisation instructions, health, safety	Experienced hostess and tour guide. Regularly give utilisation instructions to students.
Maintain the cleanliness, presentation and organisation of the reception area at all times	Ensured office was professional, welcoming and supported organisational mission.
Record and track turn away business and repeat guests through the Spa Software system	Used software to track global travel for multiple individuals and office budgets.
Prepare reception area for next shift, ensuring messages are communicated, carry out detailed hand over	Maintained inviting office reception area for customers and visitors.
Ensure that adequate supplies of all public information material are available and are in immaculate condition	Organized office information stands with information about various services offered.
Answer telephones within three rings and in a professional manner, following ESPA brand standards	Managed reception area, covered phones as needed, and gathered key info from callers.
Liaise with other hotel departments to ensure guest needs are met and communicated	Coordinated with multiple departments to facilitate quality customer/guest experiences.
Maintain a good knowledge of the hotel and facilities available	Sought out information from other departments to educate customers.

Still not convinced? I'd love the opportunity to meet in person and further explain how my experience will make me a great ambassador for ESPA. You can reach me at:

Sincerely,

### (Page 4) USE DOWNLOADED TEMPLATE

Starting Template for the main body of your letter.
Fill in the details, edit, combine, then transfer to the template on page 3.

LIST REQUIRED QUALIFICATIONS:	LIST YOUR EXPERIENCE:

# (Page 5) USE DOWNLOADED TEMPLATE. Replace brackets [ ] with your information.

# [Your Name] [Your Address, Phone and Email]

[Date]

[Name, Title of Hiring Manger]

[Company name]

[Mr./Ms./Mrs./Dr. Lastname]:

Take a look below and see that I meet the requirements for the position of [name of position].

Required Qualifications:	My Experience:
[Job requirement #1]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #2]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #3]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #4]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #5]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #6]	[1-2 sentences showing evidence WHY you meet criteria.]
[Job requirement #7, add more if needed]	[1-2 sentences showing evidence WHY you meet criteria.]

Still not convinced? I'd love the opportunity to meet in person and discuss how my experience will [fill in the biggest benefit you will offer the company here, such as ... make me a great ambassador for your company, help you find more profitable clients, etc.]. You can reach me at: [your phone].

Sincerely,

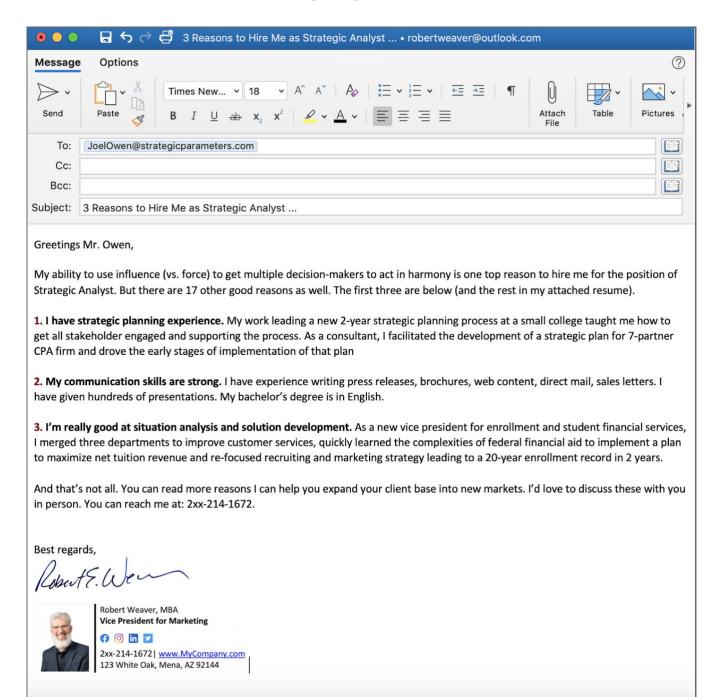
## [Your Signature]

[Your Name]

[Your Email]

[P.S. In a printed letter, it can be very powerful to add a P.S. Focus on one of the top benefits you offer and how it will help accomplish something important to the company, such as increasing revenues, cutting costs, improving efficiency, boosting profits, etc.]

### (Page 6) Example *Magic Cover Letter* Email



# (Page 7) USE DOWNLOADED TEMPLATE. Replace brackets [ ] with your information.

[Mr./Ms./Mrs./Dr. Lastname]:

Take a look below at the [5] reasons I meet the requirements for the position of [name of position].

**Job requirement #1.** 1-2 sentences showing evidence why you meet the criteria.

**Job requirement #2.** 1-2 sentences showing evidence why you meet the criteria.]

**Job requirement #3.** 1-2 sentences showing evidence why you meet the criteria.

**Job requirement #4.** 1-2 sentences showing evidence why you meet the criteria.]

**Job requirement #5.** 1-2 sentences showing evidence why you meet the criteria.]

Still not convinced? Please see my attached resume. I'd love the opportunity to meet in person and further explain how my experience will [fill in the biggest benefit you will offer the company here, such as ... make me a great ambassador for your company, help you find more profitable clients, etc.]. You can reach me at: [your phone].

Sincerely,

[Your Signature]

[Your Name]
[Your LinkedIn profile link]
[Your web site or portfolio link]