

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!

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



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

Watch now > <https://youtu.be/jrikor2QMgM>



Cover Letter Closing Salutation | Avoid These Interview-Killing Signoffs!

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



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

Watch now > <https://youtu.be/XrhSMpPd12o>

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 YYYY 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 Eight years related experience Master's degree preferred	B.A. English. 20-plus years experience starting and working in a variety of businesses, including as a consultant. M.B.A, marketing emphasis.
#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 Assimilate information quickly Analyze problems Implement solutions	Merged three departments to improve customer services. Quickly learned complexities of federal financial aid awarding and tuition revenue leveraging and implemented plan to maximize net tuition revenue. Re-focused recruiting and marketing strategy. Result: 20-year enrollment record.
#13: 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 communication 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.

Thank you,


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.

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

See her text >>>

Phone: [redacted] • E-mail: [redacted]@email.com

10:27 PM
Messages
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
iMessage

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:

Required Job Duties:

Organize scheduling of appointments to maximize use of time and profitability whilst ensuring client's needs are of first importance.

Obtain, accurately record relevant guest info including contact details, credit card details, requests/preferences

Prepare all guest correspondence and administration as per brand standards and ensure excellent presentation

Respond to all guest enquiries promptly and efficiently

Provide information on spa facilities during tours including benefits, utilisation instructions, health, safety

Maintain the cleanliness, presentation and organisation of the reception area at all times

Record and track turn away business and repeat guests through the Spa Software system

Prepare reception area for next shift, ensuring messages are communicated, carry out detailed hand over

Ensure that adequate supplies of all public information material are available and are in immaculate condition

Answer telephones within three rings and in a professional manner, following ESPA brand standards

Liaise with other hotel departments to ensure guest needs are met and communicated

Maintain a good knowledge of the hotel and facilities available

My Experience:

16 years caring for the needs of others in a variety of settings. Plus, multiple years managing staff and guest schedules.

Managed global travel arrangements, documents, and confidential records.

Prepared all correspondence to guests and incoming speakers using brand guidelines.

Frontline responder to guests/speakers.

Experienced hostess and tour guide. Regularly give utilisation instructions to students.

Ensured office was professional, welcoming and supported organisational mission.

Used software to track global travel for multiple individuals and office budgets.

Maintained inviting office reception area for customers and visitors.

Organized office information stands with information about various services offered.

Managed reception area, covered phones as needed, and gathered key info from callers.

Coordinated with multiple departments to facilitate quality customer/guest experiences.

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: [redacted]

Sincerely,
[redacted]

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:

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[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.]

3 Reasons to Hire Me as Strategic Analyst ... • robertweaver@outlook.com

Message Options

Send Paste Times New... 18 A^ A^ A B I U x_2 x^2 Attach File Table Pictures

To: JoelOwen@strategicparameters.com
Cc:
Bcc:
Subject: 3 Reasons to Hire Me as Strategic Analyst ...


Greetings Mr. Owen,



My ability to use influence (vs. force) to get multiple decision-makers to act in harmony is one top reason to hire me for the position of Strategic Analyst. But there are 17 other good reasons as well. The first three are below (and the rest in my attached resume).

- 1. I have strategic planning experience.** My work leading a new 2-year strategic planning process at a small college taught me how to get all stakeholder engaged and supporting the process. As a consultant, I facilitated the development of a strategic plan for 7-partner CPA firm and drove the early stages of implementation of that plan
- 2. My communication skills are strong.** I have experience writing press releases, brochures, web content, direct mail, sales letters. I have given hundreds of presentations. My bachelor's degree is in English.
- 3. I'm really good at situation analysis and solution development.** As a new vice president for enrollment and student financial services, I merged three departments to improve customer services, quickly learned the complexities of federal financial aid to implement a plan to maximize net tuition revenue and re-focused recruiting and marketing strategy leading to a 20-year enrollment record in 2 years.

And that's not all. You can read more reasons I can help you expand your client base into new markets. I'd love to discuss these with you in person. You can reach me at: 2xx-214-1672.

Best regards,



 Robert Weaver, MBA
Vice President for Marketing

2xx-214-1672 | www.MyCompany.com
123 White Oak, Mena, AZ 92144

[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]