

Robert E. Weaver, MBA

Quick Start Guide

↓↓ SCROLL DOWN FOR THE BOOK ↓↓

<u>STEP 1</u>: DOWNLOAD YOUR MAGIC COVER LETTER, PERSUASIVE EMAIL AND RESUME TEMPLATES IN YOUR PREFERRED FORMAT:

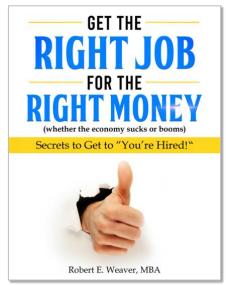
> MICROSOFT WORD: DOCX or DOCX.ZIP

> GOOGLE DOCS TEMPLATES

> MAC PAGES: <u>PAGES</u> or <u>PAGES.ZIP</u>

STEP 2: TAKE ACTION NOW!

Follow the instructions in your downloaded templates (and the Action Steps in the book which starts below) to complete your job-getting campaign.



The book starts below, after the Quick Start Guide.

↓↓ SCROLL DOWN ↓↓

STEP 3: EXPERT COACHING

If you want to EXPERT help launching your job-getting campaign, writing and designing your very own *Magic Cover Letter*, persuasive resume email and resume, PLUS interview preparation support so you can to IMPRESS the interviewer, you can apply to work one-on-one with me.

STEP 4: ADDITIONAL FREE RESOURCES

- > ROBERT WEAVER YOUTUBE CHANNEL VIDEOS
- > https://www.youtube.com/channel/UCHy0ZIN8GI7OgXS7YeMAllq



Persuasive Cover Letter | 3 Keys to Getting Hired!

https://youtu.be/19Y2ADdzS10



Dear Recruiting Manager | Interview Killing Greetings to Avoid

https://voutu.be/BaZNKncoZOa



Generic Resume Template | Easy Resume Templates 2

https://youtu.be/GlWsuQZhqFs



Unsolicited Job Application Email | Write an Interview-Getting Unsolicited Job Email https://youtu.be/glexHGDJO7g



Transitioning Careers Cover Letter | Get help fast!

https://youtu.be/eZFreLws9oU



Functional Resume Sample | Use This Resume To Quickly Change Careers

https://youtu.be/CCb9QrkAnAk



Should You Staple A Resume? | Smart Strategies for a 2 Page Resume

https://youtu.be/ikeWQ4M9ytl



Resume Template Mac Pages | Swipe My Free Templates

https://youtu.be/ RWK4 0vujk



Mistake On Cover Letter Should I Resend

https://youtu.be/_MsOwtFUq7I



Resume Synonyms for Experience | How To Describe Your Expertise More Effectively

https://youtu.be/WtrXIPgUFs0



Email Subject for Sending Resume | 5 Interview Getting Email Subject Tips

https://youtu.be/mlxzgLoym60



Free Cover Letter Template Google Docs

https://youtu.be/EM1mLW1YdC0



Self Starter Synonym for Resume | Delete This Bad Resume Word Now

https://youtu.be/eWNWngThR6Y



Cover Letter Ending | How to

Motivate the Reader to Act

https://youtu.be/phxcyWo1OsY



Interview Nerves Anxiety | How to Quickly Eliminate It

https://youtu.be/s8clsKH9K6q



Beautiful Google Docs Resume Template | Swipe My Quick Start Resume

https://youtu.be/w5-aQwn3BAk



Proven Track Record Synonym | Resume and Cover Letter Nay! Nay! Nay!

https://youtu.be/Cxsklmm16Qk



Sample Email Cover Letter With Attached Resume | Job Getting Email Cover Letter!

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Cover Letter Attention Grabbers | 8 Tips to Give You An Edge

https://youtu.be/pSzu88xHkvw



Job Interview Worksheet PDF | Get More Job Interview Success https://youtu.be/rELjygmtIHU



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Doc Cover Letter Template | Get The Magic Cover Letter Quick Start Template FREE

https://youtu.be/YABZ408AvjE



Overused Words On Resumes | Interview Killing Words to Avoid https://youtu.be/jKngn-USmiU



Transferrable Skills Cover Letter | Persuasive Career Change Cover Letter Secrets

https://youtu.be/km4 MiyMJeg



Job Search Demoralizing | How to Stay Positive During Your Job Search

https://voutu.be/zwcLxl_f10c



Resume Must Haves | Don't Miss These 7 Resume Essentials! https://youtu.be/nkUyX3m8CWE



Chronological Resume Sample PDF | How to Write a Job-Getting Resume

https://youtu.be/UILsX_rvNCs



Job Interview Cheat Sheet | Boost Your Odds of Landing An Interview!

https://youtu.be/3k6eNBjqC2M



Email Body For Sending Resume | Step-by-Step Email Body to More Interview Invitations

https://youtu.be/vY7mNDxC8Lg



Cover Letter Template Google Docs | Get a Free Magic Cover Letter QuickStart Template

https://youtu.be/7uwc_LgeKvM



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

https://youtu.be/faX3nlWezYc



Killer Interview Questions to Ask Employers | Impress the BLEEP Out of Them!

https://youtu.be/TvhUq4iovC8



What to Write in an Email When Sending a Resume | Copy My Proven Email Template https://youtu.be/XrhSMpPd120



Attention Grabbing Cover Letter | How to Make Yourself Irresistible! https://youtu.be/4-RaSy4EBe0



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

https://youtu.be/jrikor2QMgM

If you get stuck, feel free to reach out: robert@RightJobRightMoney.com.

RIGHT JOB RIGHT MONEY

(whether the economy sucks or booms)

Secrets to Get to "You're Hired!"



Robert E. Weaver, MBA

Get the Right Job for the Right Money

(whether the economy sucks or booms)

Robert E. Weaver, MBA

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ISBN 979-8-66-573463-7

Printed in USA

Dedication

To my students and clients – You keep me growing!

To my FAC Gladiators and fellow Firewalkers – You inspire me to conquer fear and make an impact!

To Alec, Rachel and Olivio – You make it all worthwhile

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Acknowledgements

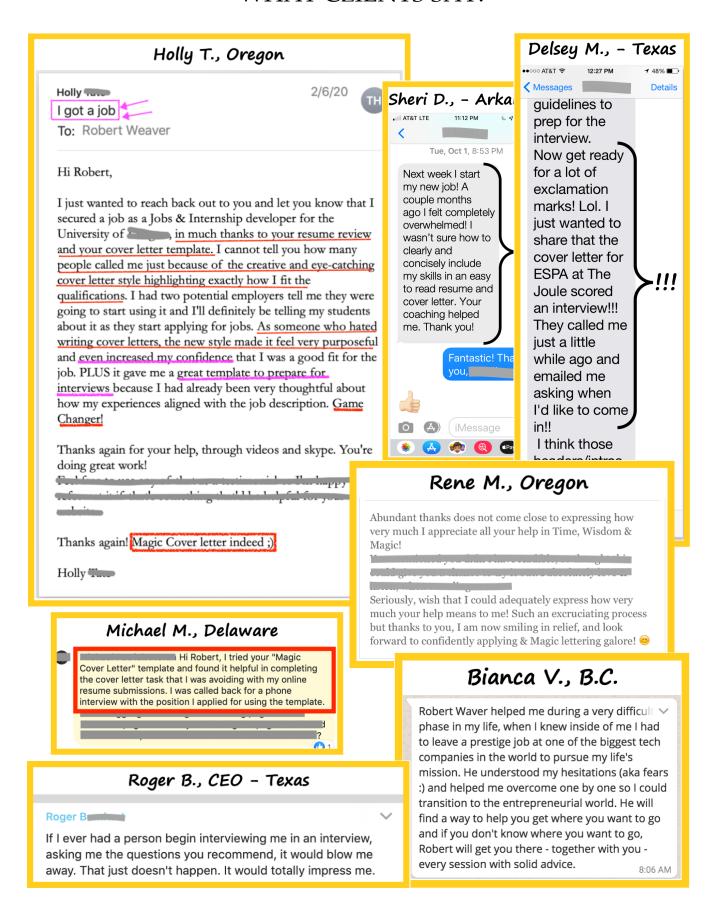
Get the Right Job for the Right Money (whether the economy sucks or booms) would not have been possible without the support and encouragement of so many people to whom I am immensely grateful. Thank you!

There are a few individuals I want to mention specifically:

- Velda Nelson—for your encouraging words about my writing in high school.
- Andrew Woolley—for teaching me how to write in college.
- Sharon Leach—for mentoring me as a public relations writer.
- Sandra Tonack—for your continual encouragement.
- Dr. K.S. Wiggins—for teaching me so much about God and people.
- Dr. Jaspine Bilima—for inspiring a BIG vision for this book.

And to you, dear reader, thank you, thank you!

WHAT CLIENTS SAY:





Introduction:

Don't Read This Book Unless ...

Are you ready to improve your job-getting skills?

By reading this book, taking my course OR hiring me to work one-on-one with you, you will learn how to more easily *Get the Right Job for the Right Money (Whether the Economy Sucks or Booms)*, including how to ...

- Get the attention of hiring decision-makers;
- Improve your success getting interviews;
- Confidently prepare for those interviews and impress the interviewer;
- Skillfully navigate the post-interview process and job offer negotiation; and
- Positively prepare for success in your first 100 days in your new job.

Now, you may be thinking ... "Wow! That seems like a lot to promise!" ... and it is! But, as you go through this course, I believe you'll begin to realize how the unique process, tools and action steps you learn here will help you be more successful in your job-getting campaign.

The first step on any journey is to be clear about the starting point. What's your situation right now? Are you ...

- Unemployed and feeling DOUBTFUL you can get a job in the most highly competitive job market in decades?
- LONGING for a more satisfying, better paying job but unclear how to get one?
- Wanting to make a career move and enjoy more growth opportunities, variety and JOB FULFILLMENT but wondering how to overcome the obstacles in front of you?
- Yearning to provide a better income for yourself and your loved ones but UNCERTAIN if you have what it takes?
- Struggling to QUICKLY, BOLDLY AND CONFIDENTLY grab the attention of hiring decision-makers but unsure the best way to do so?
- Tired of NOT HEARING BACK from employers and feeling rejected?
- Feeling AFRAID you'll never find a job (or better job) and starting to think maybe you are

- not enough?
- Uncertain how to get your first job after GRADUATING FROM COLLEGE and wish you had someone to guide you?

I have experienced all of the above in my career journey. I will never forget the Friday morning 15+ years ago when the CEO of the company I worked for summoned me to his office and said, "I hate to do this to you, but we are running out of money and I'm going to have to let you go." My face flashed a sense of shock as he came around the desk and gave me a bear hug. Under his leadership, the whole team had worked hard on a dream of internet riches. We raised \$2 million in capital and built a robust web platform. But, like of a lot of web 1.0 companies, the revenue didn't follow, and the dot bomb graveyard was just around the next turn.

Even though I felt shocked, surprisingly, there was no feeling of panic in me. I felt confident in my abilities (and in God's guidance). As a former professor of marketing, personal selling and business communication, I had helped hundreds of my students and clients learn how to successfully market themselves in the job-getting process. As a result, I developed a very unique and effective strategy that seemed to work like magic. In fact, the techniques I taught helped me make a career change and land the significantly higher paying dot com job my boss had taken away moments earlier. I felt hopeful because I knew I was only one persuasive cover letter, email and resume away from another job interview leading to another job offer and job. (And so are you!)

But let's be real. The emotional toll of being laid off or furloughed or let go or continually not hearing back from employers can be quite devastating no matter your level of confidence or the tools and strategies available to you. It's easy to question your self-worth. You may be feeling like you are not enough. You may feel like you have let those who depend on you down. You may feel angry and wonder why you got laid off and a co-worker did not. Or why others seem to be getting job offers and you are not. Those feelings are normal and it's ok to experience them. This book will help you take the steps necessary so you can leave those feelings behind.

In my case, I went to work applying the principles and tools you are about to learn, and it wasn't long until I had two very attractive job offers from which to choose! Using the secrets I will share in this book has always resulted in multiple interviews and eventually a job! My readers, clients and YouTube channel subscribers experience similar results and have been encouraging me to write a book sharing the strategies you will be learning. I'm thrilled you are here to profit from this information!

It may sound too simple, or be hard to see if you are struggling in your career right now, but here's the truth: when you present yourself and your unique gifts in a way that clearly and persuasively

matches what an employer is seeking, it is much easier to get the job you want. In fact, if you do it well, you will become almost irresistible. You will learn how to do that in this book.

As you know, there's plenty of information available on the internet or from books about how to conduct a job search, including writing cover letters, resumes, introductory emails and interview preparation. Much of it can be helpful, but if you only follow the readily available models, your job-getting campaign will look just like everyone else. I've never been one to follow the crowd, and in a job-getting campaign, if you follow the crowd, you're more likely to blend right in instead of standing out. What you are about to learn will certainly help you stand out and give you an edge when you are competing with other candidates with the same qualifications.

You will get the most benefit out of this book if you actually do the action steps you will be invited to complete at the end of each chapter. Taking steady action toward your goal will help you create the momentum you need for a successful job-getting campaign. As Tony Robbins says, "A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided." Are you ready to take some actions toward creating your job-getting campaign?

TAKE ACTION NOW:

- 1) Honestly ask yourself: What's my work situation right now and how do I feel about it?
- 2) Write out your answers.

Congratulations on completing your first action step! By doing so, you are starting to create the momentum you will need to successfully complete your job-getting campaign. In the next chapter you will have the opportunity to build even more momentum. Are you ready?



Chapter 1:

Getting Leverage: 80% Of Your Success Depends It!

"Your attitude determines your altitude." —Jim Rohn

Your mindset, self-confidence and motivation will determine about 80 percent of the success of your job-getting campaign. It may seem like a minor thing, but as Anthony Robbins says, "80% of success is psychology; 20% is mechanics." By reading this book you are about to learn all about the mechanics of creating a successful job-getting campaign. But it is critical to focus first on your mindset by examining your thoughts and beliefs and motivations about getting a job (or better job) before you go on to learn the specific techniques to help you launch a successful job-getting campaign.

It is common to experience some feelings of uncertainty when starting something new. For most people, getting a new job means getting out of your comfort zone, which can be uncomfortable. This calls for courage. Courage is the ability to act even when you feel uncertain or afraid. One way to strengthen your courage to act is to allow yourself to identify more powerful reasons to move ahead in spite of your feelings. Identifying these reasons and attaching appropriate positive or negative feelings to each can help you gain leverage over yourself and propel you forward. The questions below will help you.

TAKE ACTION NOW: Get paper and a pen so you can write your answers to the following questions. There are no right or wrong answers. Simply write the answers you allow to come to you as you read each question.

- 1) What's important to you about getting a job (or better job)?
- 2) And what's important about THAT?
- 3) And, ULTIMATELY, what's important about THAT?
- 4) And, when you have THAT, what positive feelings will you experience?
- 5) What will happen if you don't achieve your goal?

- 6) What does not doing THAT keep you from having?
- 7) What does not doing THAT keep you from doing?
- 8) Who will you disappoint?
- 9) Why will that be bad for you?
- 10) Why will that bother you?
- 11) How strongly do you want to avoid that?
- 12) What's your next step (if any)?
- 13) Will you do it?
- 14) When?
- 15) How will you feel when you have completed that step?

If you dug deep and answered all the questions above, I'm clapping for you! Well done! In the next chapter, you'll have an opportunity to confront the most common job-getting fears head-on and eliminate them. Are you ready?



Chapter 2: **Eliminating Fear**

Fear of failure, fear of the unknown and fear of rejection are very common fears when launching a new job-getting campaign. The first two are the easiest to resolve. Lack of knowledge can lead you to feel uncertain, and the feeling of uncertainty can cause the feeling of fear—both fear of the unknown and fear of failure. The new job-getting skills you will learn in this book will automatically help boost your confidence and reduce your fear of the unknown and fear of failure.

The fear of rejection is typically a deeper fear. Fear of rejection often comes from experiences in the past of which we may have limited or no conscious awareness. Multiple past experiences of rejection, and all the attached emotional pain from each experience, tend to be stacked one on top of the other. Over time, this stacking can create such a strong fear of rejection that it limits our ability to live life to the fullest potential. In other words, the fear of rejection can create significant life limitations. It can be so powerful that it prevents people from going after a job they really want because they are afraid of rejection.

The quickest way I have found to eliminate the fear of rejection is through releasing. Releasing involves using the power of words to send away unwanted emotions. Follow the instructions below, and you will be taking some very important steps to eliminating your fears of rejection.

TAKE ACTION NOW: If possible, go to a quiet place where you can have a few minutes of uninterrupted time. As you say the releasing statements below slowly and out loud, pay attention to how you feel inside. Remember, the statements will only have as much power as the intention you put behind each word.

- 1) In case I have a fear of rejection, I choose to release that fear now. Yes!
- 2) I choose to release all the causes of the fear of rejection now. Yes!
- 3) I choose to release the fear of rejection from all parts of me now. Yes!

- 4) In case I have a fear of pursing a job I really want, I choose to release that fear now. Yes!
- 5) In case I have a fear of being turned down for a job, I choose to release that fear now. Yes!
- 6) In case I have a fear of confidently putting my best self forward in my job search, I choose to release that fear now. Yes!
- 7) Sit for a few minutes and notice what feelings or thoughts come to you. If you notice any negative feelings that come up, simply acknowledge them and say, "I choose to release this feeling. Yes!"

Congratulations! You have taken a big step to improve your ability to confidently pursue the job you want. You can accelerate your learning even more by working one-on-one with a coach. As you invest time and money, gaining more knowledge through reading and coaching and practicing each step of the job search, you will be more and more prepared to complete each step confidently.

If you want additional support eliminating these three fears (and any others you may become aware of) and developing rock-solid confidence in your abilities, I'd be excited to coach you. I've been on the job-getting journey many times personally as well as walking beside my students and clients and can provide valuable assistance. Plus, my recent experiences walking barefoot on 2,000-degree hot coals four times taught me much about courage and overcoming fears, and I'd be delighted to help you strengthen your own ability to accelerate your momentum and act with courage even if you feel afraid. You can apply to work one-on-one with me at https://www.RightJobRightMoney.com/apply.



Chapter 3: Clarity About Your Commitment

Now that you have created leverage and eliminated your fears about launching a successful job-getting campaign, the next step is to evaluate your level of commitment to getting the job you want. The strength of your commitment to your job-getting campaign is the difference that can make a difference in your success.

First, SAY ALOUD: I have DECIDED to get a je	ob (or better job) no matter what - TRUE or FALSE?
,	re to score my answer on a scale of 0-10, where 10 is the strongest, how (The first number that comes to mind is usually the correct

Remember, don't judge yourself negatively if you don't like your answer. The point of this exercise is to simply become aware of what may be holding you back from launching a successful job-getting campaign so you can eliminate the barriers stopping you.

Truthfully, if you scored anything other than a strong TRUE (9 or 10), you are still hesitating about your decision to get a job (or better job). Hesitation is usually based on a fear. Fears can often be caused by a conflict.

You can ask yourself:

- What am I afraid I will have to give up if I get a job (or get a better job)?
- What am I not yet willing to accept if I get a job (or get a better job)?

The answers can help you determine if you have any conflicts holding you back from making a powerful commitment to getting a better job or not. For example, some people who are receiving regular unemployment checks can become hesitant to get a job because if they do it means losing the unemployment check and the freedom to stay home. They have a conflict. On

the one hand, they want to get a job. On the other hand, there are some things they like about not having to go to work every day that keep them from really making a commitment to getting a job. In other words, their situation provides what psychologists refer to as secondary gain.

As you answer the questions above you may discover there is a secondary gain that is preventing you from fully committing to a successful job-getting campaign. If that's you, you can ask yourself to become aware of the fear or conflict and release it.

Second, SAY ALOUD: Jobs are hard to find - TRUE or FALSE?	
· · · · · · · · · · · · · · · · · · ·	
Now, ask yourself: 0-10, how strong is my answer?	

Truthfully, if you believe strongly that jobs are hard to find, you are likely to have a much harder time finding a job than if you believe jobs are easy to find. We tend to get exactly what we believe.

In addition, we tend to only see evidence around us that supports our beliefs. So, for example, people who believe jobs are hard to find in an economic downturn tend to focus only on the evidence that makes their belief TRUE. The tendency is to ignore other evidence to the contrary, such as all the jobs being offered and accepted right now and the number of people that are experiencing successful job-getting campaigns, regardless of the economy.

If you find yourself believing that jobs are hard to find, then it's important for you to change that belief. One way is to gather evidence that jobs are easy to find. Start looking for information that shows all the jobs that are being listed and all the people that are being hired every week. You can begin to imagine yourself as one of those people, and the more positive emotions you attach to your imagination the more you will persuade yourself that jobs really are easy to find.

Third, ASK YOURSELF: Is my being successful finding a better job an absolute MUST for me? Of
is it just a wish or desire?
It's a wish or desire. (Yes or No)
It's a MUST! (Yes or No)

Your answer will have a big impact on your success. If a successful job-getting campaign is a MUST for you then you will find a way to get a job no matter what.

TAKE ACTION NOW:

- 1) Write down your answers to the questions above.
- 2) ASK YOURSELF:
 - a) What are my most important values now?
 - b) What am I really committed to?
 - c) Are there values I need to change in order to be successful in my job-getting campaign?
 - d) Am I willing to change them?
- 3) If you are ready, make a decision right now you will let go of any other negative beliefs that come up during your job-getting campaign.

I salute you for being willing to take a serious look at your mindset and do the inner work needed to be successful in your job-getting campaign. If you get stuck answering these questions, or want help releasing any negative feelings holding you back, I work one-on-one with a limited number of clients. Feel free to apply at https://www.RightJobRightMoney.com/apply.)

In the next chapter, you will have the opportunity to get clear about the value you can offer an employer. Are you ready?



Chapter 4: Know the Value You Offer

In order for you to successfully persuade someone to hire you, it must be easy for them to see the benefits you will offer. Your education, skills and experiences are unique to you. These are the distinctive gifts you have to offer in the job market. You must be clear about how your unique talents can provide value and benefits to an employer.

Tip: It may be helpful to think about the process of getting clarity about the value you offer to an employer like an advertising campaign. All successful advertising campaigns focus on the benefits the customer will receive when purchasing and using the product or service. In this case, you are developing an advertisement for YOU, Inc. You must know the benefits you have to offer that the employer (the customer) desires to purchase from you in exchange for a wages and benefits.

The following questions can help you become clearer about the value you offer an employer:

- What are the top 7-10 skills, strengths and/or experiences I can offer an employer?
- What do I want to do for an employer that's important to him/her?
- What can I offer that will make my future boss's job easier?
- How can I really add massive value to the goals and/or mission of the company?
- What areas can I contribute most effectively?

It can be helpful to refer to your resume as you answer these questions. Give yourself permission to brag about yourself and your accomplishments! Include all the items that come to mind. You can trim the list down later.

For example, here is a list from one of my clients:

- My technical skills are strong.
- I'm a quick learner.
- I'm goal driven.

- I'm a team player.
- I'm a top-notch organizer.
- My editorial abilities are excellent.
- My life experiences make me versatile.
- I'm dependable.
- I love to write!
- I have social media marketing experience.
- I'm a superior presenter.
- I'm creative.

The key is to make a list of all the areas you think are most valuable to an employer. Your goal is to capture the essence of each reason as a short bullet point, almost like a mini headline for an advertisement.

TAKE ACTION NOW. STOP READING. ANSWER THE QUESTIONS BELOW.

- 1) Ask Yourself:
 - a) What are the top 7-10 skills, strengths and/or experiences I can offer an employer?
 - b) What do I want to do for an employer that's important to him/her?
 - c) What can I offer that will make my future boss's job easier?
 - d) How can I really add massive value to the goals and/or mission of the company?
 - e) What areas can I contribute most effectively?
- 2) Make a list of all the answers that come to you.
- 3) Don't hold back. Be generous with yourself about what you are good at.
- 4) Your goal is to list as many positive qualities as you can.

Key point: If you don't believe you have unique gifts to offer, or if you don't feel confident about offering them, the strategies you are about to learn can still help you. But it will be much more effective if you change those limiting beliefs. Feel free to let me know if you want help doing this. My training and experience as a professor (another word for life improvement coach) and strategic interventionist can help you quickly eliminate any negative beliefs holding you back, install more empowering ones and take practical action steps to propel you rapidly toward your goals. I work one-on-one with a limited number of clients. Feel free to apply at https://www.RightJobRightMoney.com/apply. (A strategic interventionist is trained in a variety of disciplines to help you take the most practical and effective forms of strategic action to move rapidly toward your desired outcome.)



Chapter 5:

Do Your Research

In order to get the attention of hiring managers, it is in your interest for your job-getting campaign to be appropriately DISRUPTIVE. Your goal is to create a POSITIVE *just noticeable difference* from all the other job applicants in a way that makes YOUR UNIQUE GIFTS easily recognizable and desirable to the employer.

A big key in developing your strategy is to learn as much as you can about the company, its values, culture and personality. Identifying exactly what is important to a company and the kind of employees the company is seeking gives you an advantage in deciding how to best communicate with the hiring manager(s) and your future co-workers to create the response you desire.

Many job seekers do not invest enough time doing their research. They prepare one resume and submit it to multiple companies as if each company has the same set of values, culture and personality, and hope their message will somehow miraculously get attention and lead to an interview. Lack of sufficient research is a surefire way to have your job application end up in the rejection pile.

<u>Key point:</u> The job description for the position to which you wish to apply is the first and most important research for you to accomplish. A job description can provide you with critical information about the key qualities the company is seeking. Knowing this information will help you develop your job-getting campaign in a way that presents YOU—AND YOUR UNIQUE GIFTS— most favorably. (If you cannot find a job description, keep reading and you will learn exactly what to do.)

In addition to the job description, it is also in your interest to learn as much as you can about the values, culture and personality of the company, as well as the products and services the company offers. Is it a conservative, traditional company? Or a more free-spirited, non-traditional workplace? Does it look like a fun place to work? Or is it a more serious, all business-

like company? Is the company an innovator, constantly developing new products for new markets? Or have they been offering the same basic product or service to the same market for years? What is the mission of the company? Is their mission aligned with your values? The answers to these questions will help to guide you in the development of your job-getting campaign.

Here is a brief list of the basic ways to begin to gather the answers to the above questions as you prepare your job-getting campaign:

- Visit the company web site. Pay attention to the order in which the information about the company is shared. Read about the company leaders (in preparation for researching them on LinkedIn).
- Search the web for news and information about the company.
- Look at the company's social media accounts, including LinkedIn, Twitter, Facebook, YouTube, Instagram.
- Research the company's competitors.
- Learn more about the key employees, including the hiring manager(s), on LinkedIn. Do you have anything in common with them?
- Read customer reviews of the company's products or services.

STOP AND TAKE ACTION NOW:

- 1) Find the job description for a position you really want and either download it or copy and paste it into a word processor.
- 2) Spend at least 60 minutes researching the company following the list of suggested sources of information above.
- 3) Take notes about anything you learn about the company, especially noting what you have in common or ways in which YOUR UNIQUE GIFTS may be able to fit with, compliment and/or support the mission of the company.



Chapter 6:

Identify Job Requirements and Desired Qualities

If you were able to find a job description for the position you are seeking, break it down into a list of the individual job requirements. (If you cannot find a job description, go ahead and keep reading so you will understand the basic strategy and you will learn how to apply it when you don't have a job description.)

To help you more easily see the process, a recent job posted on a company website will be used to demonstrate. Here are the required qualifications from the job description:

- The designation of senior associate is for individuals with a bachelor's degree and at least eight years in a business environment.
- Can be based anywhere in the U.S. but must have the ability to travel up to 100%.
- Bachelor's degree in business management, communications, finance, computer science or related field required, or relevant equivalent experience and a minimum of eight (8) years related experience required. Master's degree preferred.
- At least five (5) years of consulting experience is required.
- Previous experience in strategic and/or operational planning is required.
- Facilitation experience is required, certification preferred.
- The ability to handle multiple priorities effectively, assimilate information quickly, analyze problems and implement solutions appropriately is required.
- Must have the ability to work independently while managing a functioning team as well as have excellent interpersonal skills in dealing with all levels of staff.
- Must possess excellent written and verbal communication skills, including training, presentation and negotiating skills.
- Excellent organization and computer skills are required.

The easiest way to break this down into a list is to use the Quick Start templates available FREE at the start of this PDF. If you are unable to use one of the templates, take a blank piece of paper or a blank computer page in another word processor and create two columns. At the top,

on the left side, write REQUIRED QUALIFICATIONS, and on the right side write MY EXPERIENCE.

Then break the list of required qualifications into the smallest individual requirements and list them on the left side of the page, one per row. Using the example job description above, here is the result (next page):

REQUIRED QUALIFICATIONS:	MY EXPERIENCE:
#1: Ability to travel up to 100%.	
#2: Bachelor's degree in business management, communications, finance, computer science or related field required	
#3: Eight years related experience	
#4: Master's degree preferred	
#5: Five years consulting experience	
#6: Experience in strategic or operational planning	
#7: Facilitation experience, certification preferred	
#8: Handle multiple priorities effectively	
#9: Assimilate information quickly	
#10: Analyze problems appropriately	
#11: Implement solutions appropriately	
#12: Work independently while managing a functioning team	
#13: Excellent interpersonal skills in dealing with all levels of staff	
#14: Excellent written and verbal communication skills, including training, presentation and negotiating skills	
#15: Excellent organization skills	
#16: Excellent computer skills	

TAKE ACTION NOW:

- 1) Download your template(s) at the start of this PDF.
- 2) If you haven't already done so, find and download the job description for a position to which you wish to apply. (If you can't find a job description, use the job posting or advertisement.)
- 3) Find the list of required qualifications (or the description of the kind of person the employer is seeking).
- 4) Either download or copy/paste or type in the required qualifications for the job on the left, one per row.



Chapter 7: Add Specific Results to Your Evidence

The most persuasive way to present evidence you meet the job requirements/desired qualities is to share specific results you have achieved. Employers want to hire someone who will get results and one of the ways they evaluate your ability to get results in the future is by looking at the results you have accomplished in the past.

In the example job description, the most compelling evidence for items #8-11 is my success as a university enrollment vice president. There are three key things I accomplished that come to mind showing my ability to meet the requirements: 1) Merged three departments to improve customer services. 2) Quickly learned complexities of federal financial aid awarding and tuition revenue leveraging and implemented plan to maximize net tuition revenue. 3) Re-focused recruiting and marketing strategy.

But the above description doesn't really share *the result* of all my hard work: a 20-year enrollment record. Adding my accomplishments and the result to my evidence is shown on the next page:

REQUIRED QUALIFICATIONS:	MY EXPERIENCE:
#8: Handle multiple priorities effectively	Enrollment management experience that shows this: 1) Merged three departments to improve customer services. 2) Quickly learned complexities of federal financial aid awarding and tuition revenue leveraging and implemented plan to maximize net tuition revenue. 3) Re-focused recruiting and marketing strategy. RESULT: 20-year enrollment record. Consider combining with #9-11.
#9: Assimilate information quickly	Ditto
#10: Analyze problems appropriately	Ditto
#11: Implement solutions appropriately	Ditto

Tip: it's easy to become overly focused describing *what* you did, such as tasks or actions, instead of the actual *results*. You can ask yourself:

- What have I increased or decreased?
- How did I save or make money for the company?
- *Did I save time?*
- *Did I reduce the error rate? From what to what?*
- How did the problem I solved help the company improve?

Adding specific results to your accomplishments is a BIG KEY to creating the POSITIVE *just noticeable difference* between you and all the other job candidates.

Now that you have identified the specific results you can share, you will have a very clear picture of how qualified you are for the job based on what the employer is seeking. For many of my clients, this is an "AHA!" moment. Some of them realize they really aren't as qualified for the job as they thought they were and decide not to invest any more time seeking that job. Others come away feeling even more confident they are qualified for the job and are excited to create the persuasive, attention-getting communication messages to the company.

TAKE ACTION NOW:

- 1) Put the book down and add results where possible to strengthen your evidence.
- 2) If you get stuck identifying the measure(s) of success, ask yourself:
 - a) How did I know I was successful?
 - b) What was the measure?
 - c) What did my boss want to see or hear that was an indication of success?



Chapter 8: Words Matter - Choose Them Strategically

A big key to a breakthrough, disruptive job-getting campaign is to study the language and terminology in the job description and authentically tailor the words you use to describe your qualifications and gifts to match the job description/desired qualities. When you do this, you will instantly be viewed more favorably. Sounds simple, right? Many people don't do it because they are unaware of its value.

Why are the words you use so important? Language enables us to think and communicate, and it functions on a deep subconscious level. People who work in a certain type of business have developed a language they use to describe the work they do. This language is comfortable to them on a subconscious level. By matching their language as you describe the value you can offer, you instantly create a more favorable connection and rapport with the hiring decision-maker(s). They will *automatically* view you more favorably than someone with the same qualifications who does not match the language with which they are most familiar. This may seem like a small thing, but in a competitive job market, this principle alone can be the difference that makes the just noticeable difference and gives you an edge.

For example, one of my U.S. clients applied for a position in Dallas. The company job description included the spelling of the word *organization* using the more common British version: *organisation*. My client used the exact same spelling to describe her evidence showing she met the job requirement. She also mirrored other aspects of the language in the job description in sharing her qualifications and scored an interview even though she had no previous direct experience for the position.

In the case of another client, the job requirement stated: *Maturity to tolerate pressure of varying constituents*. In describing evidence of his qualifications, my client included two words from the job description: *Regularly balanced pressures* of complimentary yet competing <u>constituents</u>: physicians, hospitals and payers.

Tip: It is not necessary to match the language of the job description on every explanation of your experience. Do it where it fits and flows but don't force it.

TAKE ACTION NOW:

- 1) Compare the language of the job requirements with the language you are using to describe your results and experience.
- 2) Ask yourself: How can I incorporate language from the job description/desired qualities into the words I use to share the evidence of my qualifications?
- 3) Make edits to appropriately add words where you can.
- 4) Remember: use only words that fit and flow. Don't force it.

Congratulations! You are making great progress! In the next chapter, you'll learn which interview-killing words to avoid to keep your application out of the rejection pile. Are you ready?



Chapter 9: **Interview-Killing Words to Avoid**

There are certain commonly used words that can DOOM your job-getting campaign. These words say virtually nothing unique or memorable about you. The list below includes the 10 most overused resume words recently shared on LinkedIn¹ PLUS a lot more I've added. As much as possible, you want to avoid these words in all your job-related communication.

Motivated or Driven or Ambitious or Self-starter. Everyone is motivated or driven or dedicated or committed or ambitious or self-starting in one way or another and therefore these words do not really distinguish you from other job seekers. The bad news is there is no single synonym for these words that will work in all situations. Why? Because in order to stand out it's important for you to tell a one or two sentence mini story that communicates the actual evidence how your self-starting or motivation or drivenness or ambition caused a measurable beneficial result important to the company. This mini story will be unique to you.

Asking yourself the following two questions can help you begin to craft the details of your mini story:

- What specific actions did I take that demonstrates my self-starting ability? Or my motivation? Or my ambition? Or my drivenness?
- What specific measurable results did my actions cause that show evidence of my self-starting ability? Or my motivation ability? Or my drivenness ability? Or my ambition ability?

Here is a list of synonyms you can use in your job-getting campaign to help you word smith your mini story without using any of the forbidden words above:

- Initiated
- Launched
- Pioneered

¹ Chris Matyszczyk, "LinkedIn Says These Are the 10 Most Overused Words on Resumes," Inc.com., January 21, 2016, https://www.inc.com/chris-matyszczyk/linkedin-says-these-are-the-10-most-overused-words-on-resumes.html.

- Set up
- Inaugurated
- Instigated
- Established
- Instituted
- Kicked off

Here is one example: "Inspired managers to voluntarily collaborate to implement cost-cutting measures which reduced expenses by 20 percent." This is much more descriptive and memorable than saying you are a self-starter or motivated or driven or ambitious.

<u>Creative</u>. This is another junk word. Better to describe something you actually created or invented or constructed or designed or developed and the impact of your creativity. For example: "Developed a new CRM system that improved customer retention by 38 percent."

Enthusiastic or passionate. Stay away from these two words. Better to actually show a specific outcome of your passion or enthusiasm or fervency. For example: "Influenced Vice Presidents to wholeheartedly embrace a plan that boosted employee satisfaction by 28 percent within six months."

<u>Success or Successful</u>. Saying this on your resume is really pointless because no one in their right mind is going to talk about their failures. Instead, describe your actual success: "Set 25-year enrollment record." BAM!

<u>Leadership</u>. There are many other words you can use to show your ability to bring people together to accomplish a desired result. Here are several that I recommend: directed or managed or supervised or guided or superintended or commanded or governed or orchestrated or captained or administered or spearheaded or initiated. The key is to use these words in the telling of your mini-story: "Guided 15-member CPA firm to create a 'richly imagined future', including mission, vision, and measurable goals, objectives and tactics."

<u>Strategic</u>. Here's the reality. Almost no one is intentionally UNSTRATEGIC so saying you are strategic is ... well ... maybe ... UNSTRATEGIC. The key is to describe what you did that shows your actual strategicness, such as deliberately planned or calculated or intentionally developed. Here is an example: "Prearranged agreements with suppliers resulting in 20 percent reduction in rush fees."

<u>Track Record or Proven Track Record or Extensive Experience or Seasoned</u>. No. What you are really trying to communicate with these phrases is a history of mastery level results or demonstrated evidence of accomplishments. You may also be trying to communicate your wideranging or all-compassing or across the board performance. For example, saying you are an *experienced* manager with a *proven track record* tells the reader very little about you and the quality or depth of your accomplishments. It could mean you've done the task once or a thousand times.

What word(s) should you use instead? The temptation will be to go to a thesaurus and look up synonyms for experience. No. Let me save you the effort because all you will find are words like knowledgeable, skillful, expert, accomplished, consummate, proficient, competent, capable. seasoned, etc., and these words are equally weak in telling the reader anything specific about your *actual* experience.

Rather than look for a single synonym for experience, the key is to describe specific details about the actual work you've done, such as *how much* or *how many? How long? And with what specific result?* It's a 1-2 sentence mini story showing the value YOU created.

In the case of an *experienced* manager with a *proven track record*, it is much more powerful to say: *Managed 10 employees for 5 years to achieve average 10 percent revenue growth per year.*" Can you see how this communicates a more powerful message about YOU?

Here are three questions to help you more effectively communicate your experience to hiring managers:

- How many total times have I done the task?
- How many weeks, months or years have I been doing the task?
- What are the specific measurable results of my doing this task that added value to my employer?

While the words above are the most common over-used job-getting campaign words to avoid, there are additional words listed below it's smart to ban from your campaign if possible.

- Synergy. Better to describe the actual synergism you created using specific details.
- Expert. Avoid calling yourself as an expert unless you *really* are. Better to describe the actual evidence or your expertness, including certificates, awards, published papers, advanced degrees, etc.
- Responsible for. This is the language typically used in a job description. When used on a resume it often only shows you did the minimum requirements for the job. Better to describe the actual evidentiary outcomes of your responsibleness.

- <u>Problem-solving skills</u>. Describe the actual problem you solved and the impact of your solution.
- <u>Detail-oriented</u>. Better to DETAIL the details you actually managed or organized or tracked.
- <u>Team player</u>. What does that mean? Everyone has a different definition so it's in your interest to explain exactly how you contributed to the successful results of your team.
- <u>Proactive</u>. Tell a mini story about your initiative taking.
- Results driven or results oriented. Explain the actual results for which you are responsible.
- <u>Highly qualified</u>. List your high qualifications.
- <u>Interfaced</u>. Unless you are describing a computer interface you designed, this word typically means you interacted in some way with other people. Describe specifically who you interacted with and how your interacting made an impact on the results.
- <u>Honest</u>. Better to tell a mini story that demonstrates your high character, integrity and accountability.
- <u>Punctual</u>. Explain the actual results of you showing up every day ready to work or how your punctuality or being on time or arriving early to make sure everything is ready made an impact on important results.
- <u>People person</u>. Instead, describe an employee of the year award or the awesome results of your 360-evaluation showing your peopling skills or even an election you won in high school or college. Shows you are a people person.
- <u>Customer centric</u>. Tell a mini story about how you resolved a situation involving an unhappy customer.
- <u>Hard worker/hardworking/hustler</u>. Illustrate your work ethic with a specific example.
- <u>Deep dive</u>. What does that really mean? Instead, describe the details of your in-depth examination or analysis of something that impacted the ultimate outcome in a positive manner.

Tip: In reality, you don't need a list if you remember to always focus on telling 1-2 sentence mini stories that describe the *results* you achieved by taking specific actions. Use actual numbers where possible. (And if you find it impossible to completely eliminate all the words listed above, relax. Focusing on results along with numbers will easily set you apart from most job seekers.)

TAKE ACTION NOW:

- 1) Review the description of your experience and flag any of the interview-killing words listed above.
- 2) Ask: How can I describe the actual results I accomplished?
- 3) Edit and polish.

You are making excellent progress, and I hope you are learning a lot of useful and valuable information you can use to make your job-getting campaign more successful. In the next chapter, you'll learn my answer to the question, "Is the cover letter dead?" Are you ready?



Chapter 10: Is the Cover Letter Dead?

Many people believe the cover letter is no longer useful in a successful job-getting campaign. However, the stories and testimonials of my students and clients say otherwise. You are about to learn how you can create an incredibly powerful cover letter. When done correctly, your cover letter will become a persuasive advertisement for YOU and will help you get the attention of hiring decision-makers and score more interviews. It will serve as a very powerful teaser for your resume. In fact, this cover letter strategy is so effective I call it *The Magic Cover Letter*.

Keep in mind, your ultimate success in your job-getting campaign will depend on many factors, including how you present yourself, your interview skills, and many other dynamics. But I can guarantee you, if you follow *The Magic Cover Letter* success secrets you are about to learn, you *will significantly improve* the possibilities of getting the job you really want.

Because I am so excited to share this unique cover letter strategy with you, let's take a very quick "sneak peek" at *The Magic Cover Letter* example we will be using in this book (see the next page). Focus on the core body of the letter. Does it look familiar? Notice it lists the job requirements on the left and the matching education, skills and experiences of the job seeker on the right. As you can see, this makes it very easy for the reader to absorb how the applicant meets the job requirements in about 10 seconds, which is about the maximum amount of time you have to persuade the reader to pay attention to you. Unless you are able to get attention, you won't stand a chance of moving forward through the remaining stages in the successful job job-getting process.

Example Magic Cover Letter for Strategic Guru

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 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 high favorability rating (average of 4.54 out of 5) by all observers (boss, direct reports, peers) in last Checkpoint 360.
#15: Excellent written and verbal communication skills, including training, presentation and negotiating skills	Wrote press releases, brochures, web content, direct mail, sales letters. Delivered hundreds of presentations. Negotiated multiple increasing budgets with presidents, CFOs and enrollment VPs of 13 colleges.
#16: Excellent organization skills	Yes. Example: managed 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: 2xx-214-1672.

Thank you,

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.

Since you are already familiar with the basic requirements for the job shown in the cover letter above, we are going to continue with this example so you can clearly see the process and create your very own *Magic Cover Letter*.

Are you ready to start? Since you have already found a job description or list of desired qualities for a position you are interested in and created an initial draft of the job requirements on the left with evidence of your results and qualifications on the right, let's build on the work you have already done. This will become the core part of your *Magic Cover Letter*, the main body. (You'll learn how to complete the cover letter opening and closing below.)

TAKE ACTION NOW:

- 1) Get the document you were working on from the previous chapter listing the job requirements on the left and your qualifications on the right.
- 2) If you have not yet typed this information into a word processor, I suggest you do that now.



Chapter 11:

Magic Cover Letter: The Main Body

The main body of your *Magic Cover Letter* is where most of the "magic" happens. In order to maximize the impact of your *Magic Cover Letter*, it is in your interest to keep it as short, concise and relevant as possible. One page is ideal (although in some cases, two pages is necessary and can still be very effective). One way to accomplish this is to consider combining some of the required job qualifications and your relevant experience into one chunk of information. Depending on your relative strengths or specific experiences, combining the required qualifications may make it easier to clearly show the match between the job and your experience plus shorten the space used.

For example, the example job listing has a fairly long list of criteria, but based on my experience, there are a couple of areas that make sense to combine. The first is the degree and related experience, items #2-4.

ITEMS #2-4 BEFORE COMBINING:

MY EXPERIENCE:
B.A., but in English.
Starting and working in a variety of
businesses
Some consulting
M.B.A, marketing emphasis.

Note the following reasons for combining these areas (next page):

#2: Not having a bachelor's degree in any of the areas specifically listed makes it unnecessary to list all those areas. It makes the most sense to shorten their job description list to "related field" only. My English degree is at least related to a communication degree.

#3: In this case, the related experience is in starting and working in various businesses, including as a consultant. It's important to briefly mention this since it is a consulting position. Remember, the resume will expand on some of these items that are teasers in the cover letter.

#4: An MBA degree will be a big plus in trying to get a job like this and will likely take precedence over the other education criteria, even though the degree focus is in marketing.

Following is the result of combining items #2-4.

ITEMS #2-4 AFTER COMBINING:

REQUIRED QUALIFICATIONS:	MY EXPERIENCE:
#2-4: Bachelor's degree in related field ¹ Eight years related experience ² Master's degree preferred ³	B.A. in English. 20-plus years' experience starting and working in a variety of businesses, including as a consultant. M.B.A. marketing emphasis.

As you can see, combining these areas provides a very clear way to show my most relevant experience when matched with the job requirements AND it shortened the list significantly (which is very important).

The next areas that make sense to combine are items #8-11 related to handling multiple priorities, gathering information and problem solving. (See next page.)

ITEMS #8-11 BEFORE COMBINING:

REQUIRED QUALIFICATIONS:	MY EXPERIENCE:
#8: Handle multiple priorities effectively	Enrollment management experience that shows this: 1) Merged three departments to improve customer services. 2) Quickly learned complexities of federal financial aid awarding and tuition revenue leveraging and implemented plan to maximize net tuition revenue. 3) Re-focused recruiting and marketing strategy. RESULT: 20-year enrollment record. Consider combining with #9-11.
#9: Assimilate information quickly	Ditto
#10: Analyze problems appropriately	Ditto
#11: Implement solutions appropriately	Ditto

In my case, since one particular previous job best showed the ability to meet all the criteria for #8-11, it made sense to combine these as shown.

ITEMS #8-11 AFTER COMBINING:

REQUIRED QUALIFICATIONS:	MY EXPERIENCE:
#8-11: Handle multiple priorities effectively. Assimilate information quickly Analyze problems appropriately Implement solutions appropriately	Achieved 20-year enrollment record by: 1) merging three departments to improve customer services; 2) Quickly learning complexities of federal financial aid awarding and tuition revenue leveraging and implementing a plan to maximize net tuition revenue; and 3) re-focusing recruiting and marketing strategy.

When merging items, the key is to edit and combine enough so you clearly communicate a concise and positive picture of how you meet the criteria for the job. The biggest challenge my clients always have when doing this is the temptation to tell the hiring manager *everything*. The tendency is to want the recipient to know ALL the reasons you would be a good fit. However, in

many cases, doing so will make the letter more than one page. In some situations, this may be absolutely necessary to write a longer letter. But generally, it's in your interest, if at all possible, to keep it to one page. The goal is to whet the appetite NOT to provide a full-course meal!

(Please feel free to contact me for one-on-one coaching if you find yourself uncertain about how to complete this part of the process. I can help you feel certain and confident about which job requirements to combine and how to best present your experience most favorably so you can get a better job more quickly than you thought possible. You can apply at: https://www.RightJobRightMoney.com/apply.)

Tip: Go back over the qualifications and experience items as many times as you need to and cut out unnecessary words. This might mean cautiously taking some liberties with the formal rules of the English language. Advertisers and great copywriters do this all the time when they are trying to sell their products. Since you are also trying to sell a product ... YOU, Inc., ... it's ok for you to smartly do the same thing.

For example, above you'll notice each statement in the experience column ends with a period but some of them are not complete sentences. In my experience, ending the statements with a period, even when the sentence is incomplete, gives the finished presentation a more uniform look and a more definite tone.

Here is another tip: It's critically important to put yourself in the place of the person whose attention you wish to capture and tailor your statements in the way you believe will most capture *his or her* interest. This is your opportunity to use any of the information you researched about the company to demonstrate how your abilities can support what is important to them.

<u>Here's the real key</u>: *Show the reader how you meet the requirements and make it easy for him or her to see that you do.* If you do this, you'll capture the reader's attention.

Tip: Some of the items for evidence you will be sharing in your *Magic Cover Letter* may be the same as what is in your resume. Remember, the goal of your cover letter is to get the reader to look at your resume and invite you to an interview. It's ok if there is some overlap between your cover letter and your resume but the more you can tailor the language of your cover letter to match the way the job requirements are described the better.

Below is the final draft of my list of qualifications and experience for this particular job.

REQUIRED QUALIFICATIONS:	MY 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. in 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 or operational planning	Led new strategic planning process at college. Co-developed strategic plan for 7-partner CPA firm.
#7: Facilitation experience, certification preferred	Facilitated hundreds of classroom discussions PLUS multiple workplace collaborations among colleagues and higher education organizations.
#8-11: Handle multiple priorities effectively Assimilate information quickly Analyze problems appropriately Implement solutions appropriately	Achieved 20-year enrollment record by: 1) merging three departments to improve customer services; 2) Quickly learning complexities of federal financial aid awarding and tuition revenue leveraging and implementing a plan to maximize net tuition revenue; and 3) re-focusing recruiting and marketing strategy.
#12: 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 a collaborative marketing effort.
#13: 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. Experienced interacting at all levels, from university president to taxi driver in Indonesia.

#14: 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 more than a dozen colleges.
#15: Excellent organization skills	Yes. Example: managing accurate distribution of thousands of student applications between 13 colleges and universities.
#16: Excellent computer skills	Referred to as "PowerPoint guru" by colleagues; advanced user of Excel and Word; experienced user of Photoshop, Captivate, InDesign and more.

I know this process takes some extra work! But if you want to really stand out, it's important to make the extra investment. Let me encourage you by sharing some additional benefits of using *The Magic Cover Letter* strategy.

First, it really helps you evaluate how qualified you are for the job, what your relative strengths are, and any gaps related to the specific job you are pursuing. Knowing this early in the process can help you decide if this is a job you really want.

Second, as you go through the process of matching evidence of your experience with the job requirements, you are preparing the basic talking points for your interview. When you get that call inviting you to the interview, you will automatically feel more confident because you have already laid the foundation to prepare for a successful interview (especially when combined with the *Killer Interview Questions to Ask Employers* strategy described in Chapter 24).

Third, if you've formatted the letter appropriately, with the headings of each column a bit larger and bolder than the text, and if the listing of job requirements and your matching qualifications is easy to read and visually well-designed, you have automatically created attention-getting value for the intended reader. A letter specifically tailored to the position is a significant improvement over the general form cover letter.

TAKE ACTION NOW:

- 1) Review the body of your first *Magic Cover Letter* draft.
- 2) Ask:
 - a. Does it make sense to combine any of the required qualifications?
 - b. Is there a particular job or skill or experience I have that demonstrates I can meet more than one of the requirements?
 - c. Are there any words I can cut out and still preserve the key message I want to convey?
- 3) Make edits as necessary.

Kudos to you! You are getting closer to your goal! In the next chapter, you will learn how to powerfully open up your *Magic Cover Letter*.



Chapter 12:

Magic Cover Letter: Choosing A Powerful Opening Greeting

Deciding the most effective way to start your *Magic Cover Letter* is critical to your success. The greeting is the first part of your opening and choosing the wrong greeting can stop the reader from reading the rest of your letter.

The first rule for your greeting is NEVER, EVER, EVER open with a generic greeting. UNDERLINE THAT IN RED IN YOUR MIND! This means never EVER use ...

- Dear Hiring Manager or Dear Hiring Team
- Dear Human Resources Professional
- Dear Recruiting Manager or Team
- To Whom It May Concern
- Dear Sir/Madam

If any of these greetings are in your cover letter delete them right now, forgive yourself, and raise your right hand and promise you will never ever do that again!

It is in your interest to always use the name of the hiring official to which you are sending your letter. People love to see their name, so it's important to do your research on LinkedIn or Facebook or Instagram or Google or the company web site to find the name of the hiring decision maker.

Your research will also help you decide how formal your greeting should be. If the culture is more traditional, such as a bank or government agency, or if you are unsure of the culture, it's smart to start with a more formal tone and show appropriate respect by using Mr./Ms./Dr./Prof. in front of the person's name with a colon after their name. If the business is less formal, or you want to convey a more friendly first impression, you can start your letter with "Dear" or "Greetings" or "Hello" followed by their name and a comma.

In some cases, it might even be appropriate to use a formal/informal combination like I did once when applying for a vice president position at a university in Texas. Texans think of

themselves as friendly, and I knew enough about the culture of this school to know friendliness was an important value. Plus, the job would require me to interact a lot with university alumni and donors. So, I started my cover letter to the university president, who I had never met, with the less formal "Greetings" followed by the more formal title "Dr." and then his last name: "Greetings, Dr. Lastname,".

His office called and invited me to an interview the day they received my cover letter and resume which was a clear indicator to me the greeting I chose did not get in the way of him reading the rest of my compelling message explaining all the reasons why I'd make a great vice president.

If you are uncertain of the person's gender, I recommend you use first and last name. In a traditional company, open your letter with first name and last name followed by a colon. For example, "Leslie Simpson:" If less traditional use "Dear or Greetings or Hello" followed by first and last name, such as "Dear Leslie Simpson,".

If you can't find the name of the hiring decision-maker, what should you do? Your best option is to find the name of the individual who is the boss of your future boss. This might be a director of the department you will work in or a vice president. Addressing it to a specific person higher up in the organization still shows you did your homework. Plus, if you've followed the steps above and used your *Magic Cover Letter* to clearly, quickly and persuasively show the evidence why you are qualified for the job, the boss of your future boss will be unable to resist, and will quickly deliver your documents to the actual hiring decision-maker, hopefully with a favorable affirmation.

If you are unable find the name of anyone higher up, which is sometimes the case with privately held firms, address your letter to the hiring manager or the search committee for the job title to which you are applying. For example, if you are applying for the job of a Strategic Analyst, address your cover letter to "Strategic Analyst Hiring Manager" or "Strategic Analyst Search Committee". This is more specific, and therefore better, than the plain generic greetings we erased from our mental databases earlier in this video.

TAKE ACTION NOW:

- 1) If you don't know the name of the individual you will send your cover letter and resume to, get online and see if you are able to find it.
- 2) If you are unable to find their name, see if you can find the name of the boss of your future boss.
- 3) Otherwise, address your letter to the hiring manager for the name of the position you are applying to.

Woohoo! One step closer! In the next chapter, you will write the opening hook that will grab the attention of your reader. Are you ready?



Chapter 13:

Magic Cover Letter: Write Your Attention-Grabbing Opening Hook

After your greeting, the goal of your opening sentence, or hook, is to grab the attention of the reader. The words you use can either help or hinder. Once again, the job you are applying for will help you determine the message you want to communicate about YOU and how edgy it can be. If it's a more conservative company or job, your opening might be something as straightforward as a single sentence inviting the reader to read the main body of your cover letter: "Take a look below and see for yourself that I meet the requirements for the job of [job title]." That's the approach I'm going to use with the example we are working on because, based on what I can tell from looking at the company website, it seems like a more formal business. A more conservative Magic Cover Letter introduction makes sense.

However, in other situations, you may gain a BIG advantage by starting your *Magic Cover Letter* with something a little bolder, such as a headline. This is a fairly common technique in direct marketing. A headline is used in direct marketing because it is effective, and it can also work for you.

The key to using a technique like this in your cover letter is to develop a headline that captures the reader's attention in a way that is congruent with the company, the job and YOUR personality. Your attention-getting headline must meet all three of those criteria for it to really give you an edge. Tapping into your creativity now can help to set you apart from other candidates.

Any of the following ideas can be the focus of your headline hook:

- A passion, deeply held belief or value you share with the company: "Serving the Young is Big Thought's Passion. It's Mine Too!" Or "My recent experience volunteering in Argentina with a medical surgery team sparked a deep desire to serve in healthcare."
- A skill, specific experience or accomplishment important to the organization that shows you'd be a good fit: "How my writing skills can help RightNow Ministries create

- effective ministry materials!" Or "My experience riding a bicycle across America will make me a great tour leader for other cross-country riders."
- A story about your relationship with the company that shows your genuine love for it. "I spent hours playing with LEGO as a kid and still enjoy building LEGO structures as an adult."
- A quote by a leader in your industry: "If you build it... you may still need Google AdWords." Jennifer Mesenbrink. Follow the quote by a statement that connects your expertise to the quote: "As an expert in Google AdWords, I can help your company maximize your advertising ROI."

Let me share a couple of examples of more edgy cover letter headlines I wrote that led to interviews. In the first one, the president of the university that posted the job opening called me the same day he received my letter and invited me to an interview! I had never met this man before. The job the university posted listed 14 criteria. But I only met 12 of them. I decided to write a clever headline that re-framed the fact that I did not meet two of the required qualifications for the job from something negative to something positive. Plus, I figured out a way to connect my shortfall in meeting two of the criteria to a Biblical reference, which I knew would resonate with this president of a small Christian college.

The opening I wrote was as follows:

Dear Dr. Lastname, ...

Does 14 minus 2 equal 0?

I wrote this at the top of the letter in 16-point type right after the greeting. It's safe to assume a college president has never received a cover letter with a headline like that before, so it automatically caught his attention.

I followed my headline with the copy below in regular type size:

Of course not. It equals 12, a Biblical number for completeness, AND the number of qualifications for vice president for Xxxxx I presently meet, AND the number of good reasons you now have to interview me for this position.

But don't take my word for it. See for yourself.

Right below my last line of opening copy, I listed the required qualifications for the job on the left and my experience on the right in a well laid-out table. It made it very easy for the president to see how qualified I was for the position even though I had never held a job like that before and did not meet two of the requirements.

Was it a risky way to open a cover letter? Yes! But it accomplished the key goals of *The Magic Cover Letter*, which are:

- 1) To catch attention;
- 2) To make it easy to see at-a-glance how my experience matched the job criteria, even though I was lacking experience in two areas; and
- 3) To be congruent with my personality, the culture of the business and what I knew about the hiring decision-maker.

As a result, his office called me to schedule an interview the very day he received my letter and resume. That's exactly the response I desired. A copy of this letter is below, and it is also included in the FREE Quick Start templates which you can download at the beginning of this PDF.

Example Magic Cover Letter for Vice President for Advancement

ROBERT E. WEAVER, MBA

E-mail: rob@xxxxxxxxx.com ● xxx N. College, APT X, Xxxxx, TX 76XXX ● XXX-691-2407

March 5, 2004

Xxx Xxxxx, EdD., President Xxxxxxx University

Dear Dr. Xxxxx:

Does 14 minus 2 equal 0?

Of course not. It equals 12, a Biblical number for completeness, AND the number of qualifications for Vice President for Advancement I presently meet, AND the number of good reasons you now have to interview me for this position.

But don't take my word for it. See for yourself:

XXXX	<u>C's 14 Required Qualifications</u>	Rob Weaver's Experience
#1:	Master's degree	M.B.A., Marketing concentration
#2:	Effective oral, written communication skills	B.A., English and history; written press releases, brochures, direct mail, web content, sales letters; delivered hundreds of presentations.
#3:	Passion for SDA higher education	Former Marketing Professor at SDA colleges; Member of Union College Business Advisory Board.
#4-9:	Excellent organizational ability Ability to build strong team Ability to multi-task Ability to handle frequent interruptions Strong initiative and self-motivation Strong interpersonal skills	Led multi-cultural team to develop 5 e-commerce web sites; led faculty colleagues in creation of new educational tool, a weekly on-line Wall Street Journal quiz for business students; co-launched and co-led award-winning SIFE team to top 10 percent finish in International Competition; started multiple businesses; completed 25 hours post MBA graduate studies; built relationships with bookstore managers as publisher and marketer of a medical textbook, a best-seller in its specialty category.
#10:	Ability to build long-term advancement plan	Facilitated strategic planning; written business and marketing plans.
#11:	Ability to travel	Yes.
#12:	Personal integrity	Yes.
#13:	Knowledge of planned giving options, tax laws	Some knowledge of tax laws AND quick learner.
#14:	Experienced higher education development professional, ability to solicit major gifts	Lack higher education development experience, but as VP of Marketing, aggressively supported CEO in raising nearly \$2 million for dot com start-up during dot-bomb stock market.

After reading the position description, I have some ideas, based on previous experience, you may find useful. Since I've recently relocated to Keene, I can easily meet you at a convenient time. You can reach me at (xxx) 691-2407.

Sincerely,

Robert E. Weaver, MBA

 $P.S.\ Interestingly, in 1982, I\ was\ hired\ as\ a\ Public\ Relations\ Writer\ for\ \textbf{xxxx},\ the\ first\ student\ employee\ in\ the\ newly\ formed\ Development\ Office.\ It\ is\ the\ earliest\ entry\ on\ my\ resume,\ which\ is\ enclosed.$

Interestingly, at the same time, I submitted another resume for a completely different job, which I'd never done before, at another university. The intro to this letter was more traditional, but it still worked. I was invited to interview and took the job at the second university instead of the first one. It's a great feeling to have two employers chasing after you!

Let me share one more example of a more daring cover letter headline that got one of my clients an interview. In this case, my client had been a chaplain and was in the process of making a job transition and needed an interim job while developing more satisfying long-term career plans.

The position my client was seeking was for a spa coordinator. The obvious challenge was to figure out how to present my client's chaplain experience in a way that would appeal to the hiring manager at the spa.

As we reviewed the job description, a major theme emerged among all the listed criteria revolved around serving as a caring representative for the spa in serving customer's needs. As a chaplain, this is exactly what my client did for individuals in a variety of situations, some quite challenging. We decided to create the following headline and sub-heading in order to best link my client's experience with the most important criteria of the job.

Here's the headline and the sub-heading for my client's Magic Cover Letter:

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

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

The headline was followed by an opening cover letter paragraph, which directly dealt with the issue of my client's lack of spa experience but presented it in a way that incorporated the language of the job description, described how my client's skills were transferrable, and set the stage for the side-by-side matching of the job requirements with my client's qualifications which followed. Here is the opening paragraph:

Greetings! 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.

ROBERT E. WEAVER

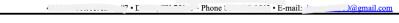
Following this paragraph was the table showing the job requirements and my client's qualifications. Even though my client did not know the name of the hiring decision-maker, this approach still worked, and the spa called to schedule an interview.

You can see the finished spa coordinator cover letter below or in the FREE Quick Start templates you can download at the beginning of this PDF.

Example Magic Cover Letter for Spa Ambassador

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

See her text >>>



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,

It's time for another action break! Go ahead and put the book down, follow the steps below and START WRITING NOW!

TAKE ACTION NOW:

- 1) Write out a draft of how you intend to start your Magic Cover Letter.
- 2) Make multiple versions if you want.
- 3) You are not making a final decision now but getting ideas down on paper. You can revise it later.

Yay!! You are almost finished with your *Magic Cover Letter!* In the next chapter, you will write a powerful, motivating closing paragraph. Are you ready?



Chapter 14:

Magic Cover Letter: Your Powerful Closing Paragraph

The way you end your cover letter can have a huge impact on the number of interview invitations you receive. You can have a strong opening and main body to your letter but if you botch the closing your application can end up on the "NO" pile.

The first part of your powerful closing is the final paragraph of your letter. The most important element of the final paragraph is to decide what action you will ask the reader to take. A great sales letter always has a call-to-action, and your *Magic Cover Letter* should include one as well. A call-to-action is where you invite the reader to take the action you want him or her to take to help you reach your goal. In the case of *The Magic Cover Letter*, the action you typically want the reader to take is to call you for an interview.

In a typical sales letter, it's common to see a very strong and direct call-to-action such as: "Call today!" Depending on the company, the job and your personality, a strong call-to-action might be appropriate. Or, a softer approach might fit better. You will want to use your own good judgment.

Part of what makes a strong call-to-action is the reason (or reasons) you give the reader to take the action you desire. In addition to demonstrating you meet the job requirements in the main body of the letter, if your call-to-action taps into a higher goal of the company, it is much more motivating. The key is to think about exactly what you will do for the employer that will ultimately bring value to him or her. Remember, the ultimate purpose of the job you want the company to hire you to do is usually more than completing a list of certain tasks. The real purpose is to help the company be more successful in the marketplace, and thereby increase sales, grow profits, expand into new markets, etc. These are some typical higher goals of many companies. If you can connect the presentation of your qualifications in your letter to these higher goals and reinforce that connection in the closing of your letter, it is more likely that you will be called for an interview.

For the example letter we've been developing, I decided to keep the closing short and direct:

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. I look forward to sharing these with you in person soon. You can reach me at 2xx-214-1672.

Notice how the first sentence ties the company and my experience to a positive (and I'm assuming) desired goal of this company: more clients and new markets.

Here is a client example reminding the reader the applicant shares a passion important to the company's mission:

PLUS, my passion for serving others, especially the young, will make me an asset to Big Thought. When can we schedule an interview? You can reach me at: 8xx-x37-xx63.

Here is another client example for a position as a financial controller:

Candidly, my established relationships with buyers, hospitals and hospital systems in the south can provide highly profitable business development opportunities for Coffey Communications. I'd love the opportunity to meet in person and share my ideas for helping grow your business.

TAKE ACTION NOW:

- 1) Decide what action you want the reader to take and write it down.
- 2) Incorporate it into your 2-3 sentence closing paragraph. Remember to keep it short.

Almost there! In the next chapter, you will learn how to create a powerful closing signoff to your *Magic Cover Letter*.



Chapter 15:

Magic Cover Letter: Your Powerful Closing Sign Off

The second part of your powerful closing is the sign off, which is also sometimes referred to as the closing salutation. The key is to walk the fine line between flippant, cheeky or too personal and awkwardly or uncomfortably formal. You'll learn exactly where the sweet spot is based on recent research below.

The appropriate cover letter closing sign off you choose may vary for each job you apply to and will depend on how well you know the hiring decision maker and the culture of the company. Your closing sign off may be the last thing someone reads before looking at your resume so it's important to finish strong.

It's important to avoid sign offs that are cute, funny, inappropriate or offensive. Here are some examples to immediately move into the DELETE file of your brain.

- Eagerly waiting for a response
- Eagerly awaiting your response
- Take care
- Take it easy
- Best wishes
- Smiles
- Peace out
- Have a great day
- Have a nice day

- Have a wonderful day
- Have a blessed day
- Yours
- Yours truly Yours faithfully
- Yours forever
- Always
- Affectionately
- Love
- XOXO

You also want to avoid the following in your sign offs:

- Abbreviations (Thx or Rgrds or any other abbreviated word)
- Any emoticon (no smiley faces or fist bumps or red hearts)
- Sent from my phone (if your phone automatically includes it, you can remove it in the settings)

Some cover letter sign offs are common but can tend to be either too formal or too informal. Examples that tend to be too formal are:

- Sincerely
- Sincerely yours
- Most sincerely
- Respectfully
- Respectfully yours
- Regards

At the opposite end, cover letter sign offs that tend to be too informal are rarely appropriate unless the reader is a close friend and you are absolutely certain the letter will not be shared with the reader's colleagues. Examples include:

- Warmly
- Warm regards
- Warmest regards
- Fondly
- Cordially
- Best
- Best regards

Based on recent research by Boomerang², the best closing sign off or salutation for a message in which you are requesting a response is an expression of thanks. Closing with "Thanks in advance", "Thanks", or "Thank you" correlated with a 36% relative increase in response rate. Therefore, signing off with "Thank you" or "Thanks" is a safe bet in most situations for a powerful, professional, polite and confident sign off. If you are ever uncertain which sign off to use, err on the side of being formal. Remember to follow your cover letter closing sign off with a comma.

² Brendan Greenley, Boomerang.com, "Forget 'Best" or 'Sincerely," This Email Closing Gets the Most Replies," January 31, 2017, http://blog.boomerangapp.com/2017/01/how-to-end-an-email-email-sign-offs.

TAKE ACTION NOW:

- 1) Decide which closing sign off is going to be appropriate for you based on the tips shared above, the culture of the company (formal vs. informal) and your familiarity with the hiring decision maker to whom your letter will be addressed.
- 2) Feel free to reach out to me if you get stuck or have a question. You can email me at Robert at RightJobRightMoney.com.

Yes! You may not have realized there were so many different parts and strategies to consider when you are finishing up your *Magic Cover Letter* but using this part of your letter effectively can make the difference in the response you receive. In the next chapter, you will prepare the actual signature block for your letter. Are you ready?



Chapter 16:

Magic Cover Letter: Your Powerful Closing Signature Block

The third part of a powerful closing to your letter is the signature block. It includes three parts:

- 1) Your actual signature
- 2) Your contact information
- 3) The postscript

Whether you will submit your *Magic Cover Letter* by snail mail or electronically, sign your letter in blue ink IF POSSIBLE. Blue ink is the magic signature color for direct response marketing letters and since you are marketing yourself and asking for a direct response (i.e. call me for an interview), you will want every advantage you can get. It's worth the extra effort to create an electronic version of your actual signature in blue ink to insert into each cover letter and cover email you send. It adds a personal and professional touch that can set you apart.

TAKE ACTION NOW:

- 1) Sign your name in blue ink with a quality pen on a white piece of paper.
- 2) Scan it or take a picture of it.
- 3) Or if you have a phone or tablet with a touch screen open the drawing application and use your finger to sign.
- 4) Save the scan or finger signature as a .bmp, .gif, .jpg or .png file.
- 5) If you have image editing software, you can crop the signature before you insert it into your cover letter.
- 6) If you don't have image editing software, you can insert it into Microsoft Word or Google Docs or Mac Pages and crop it and/or resize it as necessary.
- 7) If you are unable to create an electronic version of your signature, the next best option is to simply type your name in bold after your closing salutation.

After your written signature, type your first and last name. If you have any credentials, such as formal degrees, licenses or certifications, that are relevant to the job AND will boost your credibility in the eyes of the reader, it may be to your advantage to list them next to your name.

There are two factors to consider. First, ask yourself: Will my credentials really boost my credibility in the eyes of the reader? Only consider listing them if your answer is a strong "YES!" Second, ask yourself: How many of my credentials are really relevant to this job? If the answer is more than three, put them on your resume. List degrees in your Education section and other credentials in a Licensures and Certifications section.

If you have three or fewer relevant credentials, put a comma after your name and list them to the right of your name separated by commas. For example:

FirstName Lastname, MBA, CQA, CSSGB

After your typed name, if there is room, you can include any information that will make it easy for the reader to respond to your call to action. For example, if you want the reader to invite you to an interview (recommended), list your phone number and email address. Even if you have these listed as part of your letterhead and also in your closing paragraph, list them again here if you have room. If your call to action is something other than an interview invitation (usually not recommended), such as to persuade the reader to look at your LinkedIn profile or your online portfolio and then invite you to an interview, you will want to include the appropriate links. It is in your interest to make it as easy as possible for the reader to act so keep it simple and focused on the one action you want the reader to take. Everything else is a hindrance.

Tip: A critical factor in communicating your credibility is to make sure your *Magic Cover Letter*, persuasive resume email and resume are free of misspelled words or typographical errors. More than 50 percent of hiring decision makers will put you in the "NO" pile if your cover letter or resume includes these no matter how many certifications and degrees you have earned.

The third part of your signature block is the postscript (P.S.). A well written P.S. will provide one more motivator to respond to your singular call to action by reminding the reader again of an important skill or the ultimate value you will offer. Even if you are emailing your *Magic Cover Letter* as an attachment, many people will print out your email, cover letter and resume to read it. Research shows when people read a printed letter, they often skip right to the bottom of the page to see who signed the letter. Because the P.S. is right under the signature, it is often the first thing they read.

For the example cover letter, I highlighted the fact that I have a lot of experience influencing top administrators from different universities to work together, even though my job position gave me absolutely no direct authority or power to get them to cooperate. The ability to use influence instead of authority (or force) to get business leaders to cooperate is an important skill for the consulting position this company advertised. Here is the P.S. I added:

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

Notice again how the P.S. connects the skill I will offer to a benefit I'm assuming is important to the president: getting more profitable clients.

Here is another example P.S. for a client seeking a position as a financial controller:

P.S. My experience as a controller has prepared me to provide UBS with the best financial information possible so you can make the wisest management decisions. I look forward to sharing more about the performance you can expect from me.

TAKE ACTION NOW:

- 1) Ask:
 - a) Which of my credentials will really boost my credibility in the eyes of the reader?
 - b) How many of my credentials are really relevant to this job?
- 2) Decide whether to list your credentials to the right of your name or in the *Education* or *Licensures and Certifications* section of your resume.
- 3) Decide what information to list below your name that will make it easy for the reader to respond to your call to action.
- 4) Ask: What can I highlight in the P.S. that will create even more motivation to invite me to an interview?
- 5) Write out a draft P.S. for your Magic Cover Letter.
- 6) It's ok to make multiple drafts before choosing the best one.

P.S. Remember, if you feel uncertain about the most powerful, motivating way to close your *Magic Cover Letter*, and you want EXPERT help writing and designing your letter (and persuasive email), go ahead and apply to work one-on-one with me at https://www.RightJobRightMoney.com/apply.



Chapter 17:

Magic Cover Letter: No Job Description? Do This!

If you cannot find a job description, the most effective strategy is to make a "Top 10" list of either 1) the reasons to hire you or 2) the ways you can add value to the company. The first step is to identify the characteristics you believe are important to the company for which you wish to work. Refer back to your company research in chapter 5.

Ask yourself:

- What will be the most important employee quality to the company and/or the hiring decision-maker?
- What is the next most important quality?

Continue asking yourself, *What is the next most important quality?* Keep asking until you have a list of the Top Ten employee qualities you believe will be important for the position you are seeking.

You can use the FREE *Magic Cover Letter* template included with the purchase of this book or take a blank piece of paper or a blank computer page in another word processor and create two columns. At the top, on the left side, write DESIRED EMPLOYEE QUALITIES or WAYS I CAN ADD VALUE, and on the right side write MY ABILITIES/EXPERIENCE.

TAKE ACTION NOW:

- 1) If you haven't already done so, download your FREE Microsoft Word, Google Docs or Mac Pages templates at the start of this PDF.
- 2) Make a list of all the characteristics you believe are important to the company for which you wish to work.

- 3) Go back to the bulleted list of your most valuable qualities and identify the items you think are the most relevant.
- 4) Rank these from most relevant to least relevant.

The second step is to add supporting evidence. Write brief one- or two-sentence descriptions of the evidence supporting each of the "Top 10" reasons to hire you or ways you can add value. For example, a recent college graduate completed her degree in fashion merchandising but decided she really wanted to work as a writer. She did not have a lot of actual job experience writing but wanted to apply for a job as a writer at a social media services company.

Here is one of the items in her "Top 10" list:

I can effectively lead a group. I was elected as ritual chairman of the Xxxx Yyyy Zzzzz Fraternity Executive Council. My job was to organize, plan, and lead over 20 induction ceremonies for 230 new and existing members. The largest induction ceremony during my term—an 18-hour initiation—was the first initiation to stay within the time limit in several years.

Notice the brief headline in bold followed by only three sentences packed with evidence supporting the headline. Using this effective cover letter approach, she began receiving interview invitations and was eventually offered a job.

Here's another example from another client:

I'm a team player and a top-notch organizer. Launching a successful, award-winning Students in Free Enterprise team from scratch is one clear demonstration of my ability to be a capable team leader and team member. My experience organizing and juggling multiple simultaneous projects would be an asset in almost any position.

TAKE ACTION NOW:

- 1) For each item in your prioritized bulleted list of the most relevant qualities you can offer the employer, quickly write 2-3 sentences describing the *specific* supporting evidence.
- 2) Your evidence can be experiences, courses, roles, etc.
- 3) If possible, include items that are unusual and will pique the reader's interest.
- 4) Feel free to get creative.
- 5) Be as specific as possible.

Now go back and edit your list. Eliminate unnecessary words. Remember, avoid the temptation to tell them everything. Your goal is to trim the list down to one page maximum. In some cases, this may mean cutting out some of the less important items on your list. In other words, it may end up being a "Top 7" list of the reasons to hire you instead of the "Top 10."

TAKE ACTION NOW:

- 1) Read through your bulleted list and description of supporting evidence out loud.
- 2) What can be simplified? Eliminated?
- 3) Keep going through the list until it is a strong representation of YOU.
- 4) It's better to have a shorter list of relevant qualities and strong supporting evidence than a longer list that's less relevant and lacks strong evidence.

The third step is to write the intro and closing call-to-action. You can follow the same basic strategies and tactics described in previous chapters with one minor adjustment: *in the introduction, it's important to refer directly to the list you have just created.*

For example, your introduction can be as simple as this (next page):

Dear Ms. Redwine,

My name is Xxxxxx Yyyyyy and I recently graduated with a bachelor's degree in apparel merchandising and a minor in business administration from Yyyyyy University. Here are 9 reasons to consider me for a position at Name of Company:

1. My editorial abilities are excellent. While there is always more to learn, I have a natural ability to write and edit content. Family and friends rely on me for proofreading and editing. Beyond that, I love to write and motivate myself to produce the best work possible.

If it seems appropriate to take a bolder approach, you can turn the last sentence of the first paragraph above into a headline:

9 Reasons to Hire Me for the Position of Social Media Manager

Or ...

7 Ways I can Add Value to [Name of Company]

ROBERT E. WEAVER

A headline like this can be placed right above the greeting line.

You can see a complete example of this type of cover letter on the next page or in the FREE Quick Start templates available for you to download at the start of this PDF.

Example Magic Cover Letter When You Don't Have a Job Description

	Xxxxxx Yyyyyy	
vv-vvv-2285		YYYY YYYYY@GMALL COM

Here are 7 Ways I Can Add Value to [Name of Co.]

Greetings!

My name is Xxxxxx Yyyyyy and I am seeking full-time employment in apparel merchandising, branding, marketing, and/or sales. Here are 7 reasons to consider me:

- 1. My life experiences make me versatile. I have lived in 5 states, attended 10 different schools, studied and traveled in Europe, completed an internship in New York City, and taken a broad range of courses, including art, design, business, literature, and economics. These opportunities have required me to adapt quickly to new environments.
- 2. I learn new skills and information quickly. I learned enough Italian in two months to navigate around Italy. I also quickly learned the preferred customer interaction and sale completion method of each bridal consultant during my internship at Kleinfeld Bridal. In addition, I have solid knowledge of Microsoft Word, Excel, Powerpoint, and Adobe Photoshop.
- **3. I value achieving a goal through teamwork.** In college, I served on the ten-member Executive Council of a 230-member fraternity. In weekly meetings and ongoing communication, we collaborated as a team to proved overall leadership, direction, problem-solving, and goal execution for the organization.
- **4. I can effectively lead a group.** I was elected as Ritual Chairman of the Xxxx Yyyy Zzzzz Fraternity Executive Council. My job was to organize, plan, and lead over 20 induction ceremonies for 230 new and existing members. The largest induction ceremony during my term—an 18-hour initiation—was the first initiation to stay within the time limit in several years.
- **5.** My encouraging personality helps me motivate people. During my last semester of college, I was assigned a group project involving a presentation and a visual aid. I motivated my group to combat our "senioritis" in order to complete the project and do it well.
- **6. I'm passionate about building relationships with people.** Whether it is establishing a connection with clients or cultivating friendships with coworkers, I enjoy developing meaningful relationships.
- **7. I'm honest, dependable, and trustworthy.** I am a hard worker who follows through with what I say. For example, my supervisors at Bear Cotton trusted me to set my own hours and complete my tasks independently.

My resume follows this page for your consideration. I would be happy to talk with you about how my versatility, people skills, and experience can add value to Vineyard Vines. You can reach me at xxx-xxx-2285.

Sincerely,

Xxxxx Yyyyyy, B.S. yyyy.yyyy@gmail.com xxx-xxx-2285



Chapter 18:

Preparing Your Cover Letter for Delivery

The final step is to get your *Magic Cover Letter* set up on a visually appealing page. Some things to keep in mind while you are doing this include the following:

- Keep your letter to one page if at all possible. Any longer than this and you run the
 risk of breaking up the layout of the table and diluting the power (or magic) of your
 presentation.
- Avoid cluttering the look of the page by staying away from vertical lines. If you set your requirements/qualifications table up correctly, with enough space between the columns, you will have a nice clean look.
- Use thin horizontal lines to make it easy for the reader to match each job requirement on the left with your corresponding qualification on the right.
- If you find you are having a hard time fitting everything on one page, consider using a different font. Some fonts are just as readable but are designed to be smaller fonts and will take up less space. If you use a different font for the cover letter, be sure to change the font on your resume so they both match.
- Don't make the font size too small. Generally, anything smaller than 11 points is going to be too small. Ideally, use a 12-point font.
- Use bold, italicized or colored text sparingly. In the example letter, I used bold for the
 column headings and the P.S. How much and what color you use depends on the type
 of job and the culture of the company. The important thing is to create a look that most
 closely aligns your cover letter and resume with your personality and the
 characteristics or culture of the company.
- If you are going to be emailing the letter, save it as a PDF rather than sending it as a Word, Pages or other word processor file unless the company gave strict instructions otherwise. Sending a PDF will keep the format and fonts exactly as you intended when it is opened by the reader.
- If you are printing the letter to send by snail mail, remember to sign it in blue ink if
 possible. This will make your signature stand out and still look professional. If you are

- making a PDF to email, refer to the cover letter closing section above for details on scanning your signature.
- If you are sending your letter by snail mail, consider using a larger envelope and creating a professional label so it will stand out in the mail. There are also a number of specialty-type envelopes which can help you get attention in a professional way depending on the company and the position you are seeking. For the example company and position, my recommendation is to send the cover letter and resume by snail mail in a quality 9x12 white envelope as well as via email.
- Proofread your letter. One of the best ways to catch spelling and typographical mistakes is to read your *Magic Cover Letter* backwards. I recommend you also hire a professional proofreader unless this is one of your areas of strength.

The final version of the example cover letter we've been working on is on the next page.

Example Magic Cover Letter for Strategic Guru

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 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 high favorability rating (average of 4.54 out of 5) by all observers (boss, direct reports, peers) in last Checkpoint 360.
#15: Excellent written and verbal communication skills, including training, presentation and negotiating skills	Wrote press releases, brochures, web content, direct mail, sales letters. Delivered hundreds of presentations. Negotiated multiple increasing budgets with presidents, CFOs and enrollment VPs of 13 colleges.
#16: Excellent organization skills	Yes. Example: managed 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: 2xx-214-1672.

Thank you.

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.



Chapter 19:

Ready to Send!

Congratulations! If you've taken the action steps so far, you now have a very powerful and persuasive *Magic Cover Letter* which will help you confidently put your best self forward. The next step is to attach your *Magic Cover Letter* to your resume. (The next chapter is about preparing a resume.) It's important your resume and cover letter look like they go together. This means you'll want to be sure the same fonts and basic style match.

Here is another tip: Make your Magic Cover Letter a standard part of your resume. In other words, always include your cover letter customized to the job as the "first page" of your resume. Since the cover letter is critical to setting the context for viewing your resume, keep them together as a complete package whenever possible. Some internet job sites may give you an opportunity to upload a cover letter separately from your resume, and you can do this. Otherwise, keep them together if possible.

Tip: Use the same approach when sending your resume by email. Attach your cover-letter-resume PDF package as one document to a very short, persuasive introductory email (which will be discussed in an upcoming chapter).



Chapter 20:

7 Resume Must Haves and More Tips

Several years ago, I submitted my resume and *Magic Cover Letter* to the CEO of American Direct Marketing Services in Dallas. He called me immediately and invited me to come to Dallas for an interview. When I met him, he was wearing an expensive suit with dress cowboy boots and had a full mustache with a couple of small waxed handles. He pulled out my resume and said, "This is the Mother of All Resumes." LOL! He offered me a job on the spot.

In this chapter, you are going to learn how to create your very own "Mother of All Resumes" as well as the *7 Resume Must Haves* to support your job-getting campaign. If you haven't already done so, the first step in creating your "Mother of All Resumes" is to make sure you download your Free Quick Start templates for Microsoft Word, Google Docs or Mac Pages included for download at the start of this PDF. You can follow the basic instructions to fill in your information as well as the strategies outlined below to maximize the impact of your resume.

The "Mother of All Resumes" template is a reverse chronological resume, which is still the most common format (and the one most preferred by hiring managers). It is especially recommended when you have a strong work history with minimal gaps. There are two templates you can choose from. Both are equally effective.

If you don't have a strong work history or you do but you are changing careers, the functional skills resume is recommended. A template is also included. The functional skills resume format de-emphasizes your chronological work experience and focuses on the most important skills and accomplishments for the position to which you are applying.

<u>Resume Must Have #1</u>. Whichever resume template you use must be clearly focused on showcasing the areas of experience or expertise you want your future boss to know about you—your key selling points. Cut out anything that does not clearly support this purpose. Remember,

the goal of your resume is not to tell them all your wonderful achievements but just enough of your relevant achievements to lead to an interview invitation.

<u>Resume Must Have #2</u>. Format your resume so it will be compatible with the applicant tracking system of the company to which you are applying. Be sure to follow the exact instructions from the company.

Tip: Don't rely ONLY on the applicant tracking system. If at all possible, send your resume directly to your future boss along with your *Magic Cover Letter* and persuasive resume email. There are specific tips on how to send it in a way that will get attention in the next chapter.

<u>Resume Must Have #3</u>. It is also important to design your resume and cover letter to visually go together. Use the same header and fonts and include your name at the top along with your contact information (name, email, phone, city, state, LinkedIn profile). Below the heading of your resume, in larger type, put the title of the position you are seeking in case your resume gets separated from your *Magic Cover Letter*.

No matter which template you choose, when listing your work experience, if the company is well known, list the name of the company first followed by your job title. If the company is not well-known and your job title is impressive, list your job title first. There is no right or wrong way. Simply pick the one you think will create the most positive impression.

Resume Must Have #4. Your resume must include concise descriptions using active language and strong verbs that show your results, achievements and impact. Front load each achievement with results first then describe how you did it. Use numbers where possible. Numbers show you are results oriented and everyone wants to hire someone who gets results. Bullets are preferable to long paragraphs. Use keywords from the job description of the position to which you are applying. Using job description and industry buzzwords in your resume can increase your hire ability by nearly 30 percent, and the job description is a great place to start in determining which words are most commonly used in the company to which you are applying.

<u>Resume Must Have #5</u>. The results of the tasks you completed are more important than describing the actual doing of the tasks. For example, "30 percent increase in sales revenue" describes the result or outcome. This is more powerful sharing your job description.

Resume Must Have #6. It may seem obvious, but our resume must have perfect spelling, grammar and accurate use of English. Many people fail to ensure this to their peril. I recommend you hire a professional editor. If you are unable to do so, be sure to spell check it. Ask a trusted friend to read it. Finally, read it backwards. (I know, it sounds weird, but it's a great way to catch mistakes.)

Resume Must Have #7. Make your resume as short as possible yet still provide all the evidence necessary to demonstrate you are a great fit for the position. For most people this means 1-2 pages. In rare cases, 3 pages. The temptation is to want to tell the reader *all* the great things you've accomplished whether or not they are relevant to the job to which you are applying. Resist the temptation. Keep your resume centered on the accomplishments which matter most to your reader.

For certain creative jobs (marketing, advertising, graphic design, etc.) or non-creative jobs in a creative field, it may be appropriate to design your *Magic Cover Letter* and "Mother of All Resumes" in a more creative, visually appealing style than the templates provided. This can be even more effective depending on the company and the position. For example, if you are a designer, it may be in your interest to develop a resume and cover letter that not only describes your accomplishments in the design field but also showcases your design skills. One client was seeking a position as an advertising copywriter, so it made sense to design his resume as an actual advertisement for his copywriting skills. It did not look like a typical resume but more like an advertisement in a professional publication. It was very effective at generating interviews.

Tip: many resume coaches recommend a skills summary at the top of your resume. It can be very effective. In my experience, since a Magic Cover Letter places the evidence of your qualifications next to the job requirements, it does a more persuasive job of demonstrating how your skills match than the skills summary at the top of a resume. If you are able to identify your future boss and send your resume and Magic Cover Letter directly to him or her, you may be able to skip the skills summary at the top of your resume. However, if you cannot identify this individual and can only submit your resume and Magic Cover Letter through the applicant tracking system or you plan to upload it to a website like Indeed, then I recommend you include the skills summary at the top of your resume in case your resume gets separated from your cover letter. Your resume skills summary will highlight an even shorter, punchier version of the exact same qualifications included in your Magic Cover Letter. It's better to include the skills you wish to showcase in both places than risk having your resume get separated from your Magic Cover Letter. If that happens, the reader of your resume will not be able to quickly see a summary of how you fit the job requirements/desired qualifications.

Tip: Should you staple your resume? Presumably, if you are asking this question, you have a two-page resume and are either planning to snail mail or hand deliver it. Surprisingly, snail mailing or hand delivering your resume can set you apart from other job candidates. But stapling your resume and cover letter or a two-page resume can create a hassle for hiring managers. In order to review your documents side by side or scan them, the staple has to be removed and doing so can leave marks or tears making them less visually appealing.

What should you do instead? First, do everything you can to keep your cover letter and resume to one page each with your contact information at the top of both so if they get separated, they are easily identified. Second, make sure your name is at the top of all pages. You don't need a full header at the top of the second page of a resume or cover letter but be sure your name is there as well as "page 2." Third, use a paper clip to keep all your documents together. Fourth, if you are submitting more than 2-3 pages of documents, consider placing them in a nicelooking folder. You can still use the paper clip to keep them ordered. Fifth, keep in mind that most people are visual so whatever approach you take, presenting your documents in a visually appealing manner will give you the best chance of making a great first impression.

Tip: it takes some time to do this but creating a master reverse chronological resume can save you time. Your master resume (or sometimes referred to as a curriculum vitae (CV), includes all your work experience, education, awards, licenses, affiliations, volunteer/community work, etc. It captures everything. Start with your most recent work accomplishments and work backwards chronologically. After you list all your work experience, you can add sections for education and/or other areas, such as volunteer or community service, technical skills or licensing/certifications and hobbies, interests or extra-curricular activities. You will probably never submit this master resume for any job, but you will use it as the starting point for tailoring your resume based on the job requirements for each new position to which you wish to apply. You can cut out irrelevant items for each job depending on what you want to emphasize. Many people find a master resume helpful because it makes it easier to remember the accomplishments that are most relevant.

TAKE ACTION NOW:

- 1) If you haven't already done so, download your "Mother of All Resumes" templates at the start of this PDF.
- 2) Choose whether a chronological or skills resume will be most effective for your situation.
- 3) Enter your work experience remembering to frontload your accomplishments with the result first followed by how you did it.
- 4) Format your resume to match your Magic Cover Letter.
- 5) Prepare it to send (see also the previous chapter).

Well done! You are now ready to write a persuasive email you can attach your *Magic Cover Letter* and "Mother of All Resumes" and get ready to send it! Are you ready?



Chapter 21: **The Job Getting Email Cover Letter**

Your most important goal when contacting a hiring decision maker by email is to entice the recipient to read your attached *Magic Cover Letter* and "Mother of All Resumes" and invite you to an interview. Your persuasive resume email message is critical to your job-getting campaign. In this chapter, you will learn 14 tips to help you write a persuasive, interview getting email message.

If you haven't already done so, the first step in creating your *Interview-Getting Persuasive Resume Email Message* is to make sure you download your FREE Quick Start templates for Microsoft Word, Google Docs or Mac Pages available for you to download at the start of this PDF. Follow the suggestions below and start writing your email.

<u>Use a professional email address</u>. Use your first and last name if it is available. If not, use your name and career area, such as FirstnameLastnameNursing@gmail.com. That means NEVER use an email address with the following:

- Sexual references or body parts such as <u>FatBootyCutie69@gmail.com</u> OR <u>LongDongSilver21@outlook.com</u>;
- With coarse language such as BiatchGoddess@yahoo.com; OR
- Non-job-related sports or hobbies, such as <u>DeerHunter85@yahoo.com</u>.

Choose an irresistible subject line, preferably less than 60 characters. If there are specific instructions in the job posting about including certain details in the subject line, such as the position or job ID #, be sure to follow those to the letter. If someone known by the hiring decision-maker referred you, include their name, such as "Referral by John Smith: Christopher Robin, PhD, for [Job Title].

Otherwise, keep the subject line short and simple, and pique the interest of the reader, such as ...

- Strategic Analyst with 20+ Years' Experience [Your Name]
- Or, a bolder approach (and my favorite): Top 5 Reasons to Hire Me as a [Job Title].

Start your message with a personal greeting. Never use the generic "Dear HR Manager" or any of the other interview-killing generic greetings. If the company is more formal start your greeting with the appropriate term of respect, such as Mr./Ms./Mrs./Dr./Prof., followed by the recipient's name. If less formal, you can start your email with "Dear" or "Greetings" or "Hello" followed by the recipient's name.

What if you can't find the name of the hiring manager? Refer back to what you learned in Chapter 3 about how to start your cover letter. Use the same strategy for your email so you will know exactly what to do in this situation to avoid the 5 generic interview-killing greetings.

Write a persuasive email message. The main body of your email message should include just enough information to make the hiring decision maker say, "Ahhh, this is interesting." It is to your benefit to keep the message as short and to the point as possible and still accomplish your goal while avoiding repeating the exact same information in your *Magic Cover Letter*.

There are the three essential parts of your persuasive email message:

- 1) Opening hook.
- 2) Top 3-5 reasons to hire you
- 3) Asking for an interview.

Each of these are described below.

<u>Capture the reader's attention with your opening hook.</u> The goal of your opening hook is to capture the reader's attention and draw him or her in to read the rest of your message. Think of your hook as a headline for an advertisement. It can be a single sentence or a 2-3 sentence story.

Avoid the typical boring openings, such as:

- "I am writing to apply for ...";
- "I am emailing regarding ...";
- "I am writing to express my interest in ..."; or
- Any other "*I am* ..." opening sentence.

Any of the following ideas can be effective as the focus of your hook:

- A passion you enjoy that offers an important reason to consider you for the job. For example, "My recent experience volunteering in Argentina with a medical surgery team sparked a deep desire to serve in healthcare."
- A story about your relationship with the company that shows your genuine love for it. "I spent hours playing with LEGO as a kid and still enjoy building LEGO structures as an adult."
- A specific skill, experience or accomplishment that shows you'd be a great fit. "My experience riding a bicycle across America will make me a great tour leader for other cross-country riders."
- A quote by an industry leader. "If you build it... you may still need Google AdWords." Jennifer Mesenbrink Followed by ... "As an expert in Google AdWords, I can help your company maximize your advertising ROI."
- A deeply held belief or value you hold that ties to something important to the company. For example, "Serving the Young Is Big Thought's Mission. It's Mine Too!"
- A single sentence inviting the reader to engage with you by showcasing the top reasons to hire you ... such as "Below are 3 top reasons to hire me as administrative assistant:" I recommend including at least two reasons but not more than three.

<u>Showcase your top 2-3 most important qualifications.</u> The core of your resume email body should be a listing of your top 2-3 most compelling achievements demonstrating evidence why you meet or exceed the requirements for the job.

If you completed all the action items in the previous chapter, you know a powerful way to build a strong list is take the job description for the position you want and match each job requirement with evidence showing why you meet or exceed each requirement. In your persuasive email, you will pick only the top 3-5 areas you think are most important to highlight based on what's important to the company.

Once you have your top 3-5 reasons, list them in separate paragraphs, starting with a brief bolded subheading followed by 2-3 sentences describing your supporting evidence. Below are several examples to help you get started:

- **16+ Years' Experience Supporting My Boss.** Contributed to the success of my supervisor in multiple ways, including (1) preparing departmental goals and financial updates for board reports; (2) drafting grant proposals; and (3) serving on Administrative Council.
- **Top-Notch Event Organizational Skills.** Organized hundreds of events, outreach projects, volunteers and employees in completion of various organization goals.
- **Strong Computer Skills.** Proficient in Microsoft Office. Used Excel to track office budgets and travel arrangements for multiple individuals.

- Willingness to Work Hard. My results speak for themselves. In my current role I have exceeded gross profit goals on an average of 48% yearly, bolstering sales revenue by an impressive 59% in the first year alone.
- **Leadership.** Hiring, training, scheduling and leading 65-70 staff to ensure rapport with and satisfaction of all guests while maintaining strong relationships with my team has helped me develop strong leadership skills.
- Excellent communication skills. Written press releases, brochures, web content, direct mail, sales letters. Given hundreds of presentations. Notice the first part is a mini headline in bold followed by 1-2 sentences.

<u>Use industry buzzwords</u>. Using industry buzzwords in your communication, including your email, can increase your hire ability by nearly 30 percent. The job description is a great place to start in determining which words are most commonly used in the company you are applying to.

Write a compelling call to action. There are three goals for your call to action:

- 1) Describe how your strengths can help the company reach an important goal, such as increase profits or cut costs or get more customers;
- 2) Entice the hiring decision maker to read your attached resume and cover letter; and
- 3) Ask for the interview.

Here are several examples of a last paragraph call to action:

- [Name], My 10+ years' experience gives me the ability to contribute to the profitable operation of [Name of Company]. But don't take my word for it. See my attached cover letter and resume. I welcome the opportunity to discuss the performance you can expect from me in person. You can reach me at 123-456-7890.
- [Name], as my attached resume and cover letter demonstrate, my passion for serving others, especially the young, will make me an asset to [Name of Company] in fulfilling your mission to positively impact the lives of underprivileged children. When can we schedule an interview? You can reach me at 123-456-7890.
- [Name], My attached cover letter and resume include 9 more good reasons I am well qualified to support you in your role as Vice President and I welcome the opportunity to discuss the performance you can expect from me in person. You can reach me at: 123-456-7890.
- [Name], I'd welcome the opportunity to meet in person and discuss how my client acquisition expertise will help you expand your client base into new markets. My attached cover letter and resume shows even more evidence I meet or exceed the requirements for the job. You can reach me at: 123-456-7890.

<u>Close your email with Thank You</u>. Research shows this is the most effective way to close any message in which you are making a request.

<u>Use a professional signature line</u>. At a minimum, your email signature should include your phone number and a link to your LinkedIn profile. It may also be in your interest to include a link to your web site, online portfolio and social media icons.

Attach your cover letter and resume as one PDF. Unless the company has given specific instructions NOT to send any attachments by email, attach your *Magic Cover Letter* and your resume as one PDF document to your email. (Remember, unlike a Word document, attaching your cover letter and resume as a PDF document preserves your formatting exactly as you intended.) Using your *Magic Cover Letter* as the first page of your resume attachment gives you an opportunity to powerfully show the reader additional reasons why you meet or exceed the requirement for the job. This strategy can easily set you apart from every other job applicant.

<u>Name your email attachment wisely</u>. Always follow any specific instructions provided by the company regarding the naming of your documents. If there are no instructions, name your file as follows: Firstname_Lastname_Job_Title.pdf.

Send a test email message to yourself. Once everything is ready, it's smart to email a test message to yourself first before sending it to the hiring decision-maker. Check to be sure the email format is as you intend it to be, your spelling and grammar are perfect and that your attachment is coming through as you expected.

<u>Send your email message Monday morning</u>. Research shows that emailing your cover letter and resume on Monday morning before 10 a.m. can increase your hire ability by as much as 45 percent.

TAKE ACTION NOW:

- 1) If you haven't already done so, download your templates at the start of this PDF.
- 2) If you don't have a professional email address, get one set up for your job-getting campaign.
- 3) Choose an irresistible subject line for your message.
- 4) Decide which personal greeting is appropriate to start your message.
- 5) Capture the reader's attention with your opening hook.
- 6) Write your persuasive email message focusing on your top 3-5 qualifications.
- 7) Add industry buzzwords where appropriate.
- 8) Write a compelling call to action.
- 9) Close your email with Thank You.
- 10) Use a professional signature line.
- 11) Attach your cover letter and resume as one PDF.
- 12) Name your email attachment wisely.

- 13) Send a test email message to yourself and check everything one more time.
- 14) Make a plan to send your email message Monday morning.

Congratulations! You now have a very powerful and persuasive resume email message you can attach your *Magic Cover Letter* and "Mother of All Resumes" to which will help you get the attention of hiring decision-makers. I'm cheering for your success! The next chapter covers what to do if you find a mistake on your cover letter or resume after you send it. Are you ready?



Chapter 22:

Mistake on Cover Letter or Resume: Should You Resend?

Making a mistake on your *Magic Cover Letter* or resume can put your application in the rejection pile. What should you do when you discover after you've hit send or submit? There is no clear consensus about the best solution among hiring managers on how to deal with mistakes. In this chapter, you'll learn my recommended strategy if you find yourself in this situation.

Typically, there are two common areas of mistakes you may discover:

- A minor typo of some kind, perhaps a word, an incorrect date, your contact info, a misplaced comma, etc.
- 2) A more major error, such as your cover letter addressed to wrong person or company, name of addressee misspelled (i.e. hiring manager), or a mistake in your qualifications or work history, etc.

First, if it's a minor error, it's probably in your interest to avoid drawing attention to it. As long as your error won't create confusion or a material misperception about your qualifications for the job, leave it alone. If you have followed the process you have learned here, a minor error is not likely to eclipse the persuasive presentation of your qualifications for the job.

Second, if it is a more significant error, it is smart to do what you can to correct it. There are two possible strategies: *confessing or camouflaging*. If you follow the *confessing* strategy, you will correct the error(s) and resend your documents with a note referring to your mistake. This approach shows your ability to own up to errors and fix them, while using the opportunity to demonstrate your ability to recover from a mistake with grace and character.

Whether you are explaining your mistake by email, phone or in person, frame it as positively as possible while still telling the truth. For example: "I was so enthusiastic about sending my application that I hit send too fast and overlooked a mistake. I apologize and have corrected it. Here is an updated copy you can refer to when reviewing my qualifications. Thank you."

It's also important to recognize there are some people who view a typo or mistake of any kind as a blight on your character and an eternal indictment that you are a loser. These people are not likely to be moved by your attempt to correct it, in which case you definitely want to follow the *camouflaging* strategy.

If you follow the *camouflaging* strategy, you will correct the error(s) and resend your documents as an "updated" version without drawing attention to the mistake(s). You will also draw attention away from your mistake(s) by changing up the wording of a couple of bullets describing your qualifications in your cover letter and/or resume or even consider adding a bullet or two. You can share the updated documents by simply communicating something like this: "Attached is an updated copy of my resume you can refer to for the position of [job title]. Thank you."

If you submitted your documents via an applicant tracking system, and you catch your mistake quickly, you may be able to replace the incorrect ones and update your application file in the system before anyone sees it. In most systems, the older versions will simply be deleted.

Third, the best way to correct a mistake is to avoid it in the first place. Pay attention to the words flagged by spell check. Have someone else proofread your letter. Read it backwards. Really, it works! Double check the contact information before you hit send.

So which strategy should you choose? My general approach is as follows:

- If the mistake is minor and will not create a significant negative misperception about your qualifications for the job, let it go.
- If the mistake is major or minor and will create a significant negative misperception about your qualifications for the job, correct it.
- If correcting your mistake by *confessing* it will demonstrate a quality important about your ability to do the job, confess it with grace and character. Otherwise, follow the *camouflaging* strategy.

TAKE ACTION NOW:

- 1) Ask yourself:
 - a) Will my mistake(s) create a significant negative misperception about my qualifications for the job?
- 2) If NO: let it go.
- 3) If YES: ask yourself:
 - a) Will confessing my error(s) with grace and character demonstrate a quality important for this position (i.e. ability to catch and correct mistakes)?
 - > If YES: follow the *confessing* strategy.
 - > If NO: follow the *camouflaging* strategy.
- 4) Make extra effort to double-check your documents before you send them so you can avoid this situation.
- 5) Remember, you are human. All humans make mistakes. Forgive yourself and move forward.



Chapter 23:

The Magic Interview Strategy

A famous person once said, "Preparation is the mother of success." This is certainly true in preparing your job-getting interview strategy. Proper preparation is one of the best ways to deal with interview nerves and anxiety, and it is essential if you want a sure-fire way to give yourself an advantage over other job applicants during the selection process.

One critical interview success strategy, which many applicants neglect to their BIG disadvantage, is preparing which *Killer Interview Questions* you will ask during your interview. The process you will learn here is unique and requires you to have an open mind. A second key interview strategy is the one most job applicants focus on: preparing to answer the questions the interviewer might ask. Thorough preparation to implement both strategies combined with the tips for overcoming interview nerves and anxiety will give you the foundation you need for a successful job-getting interview.

How open-minded are you? You are about to learn the essence of the best interview advice I've ever received.³ When implemented effectively, it will give you a BIG advantage over other job applicants. It is based on a very simple premise that I'll share by asking you a question:

Who knows your talents, skills and abilities better than anyone?

- The company hiring you
- You

What is the correct answer?

You do. You know what you are capable of better than the company hiring you. Yet, many people seem to forget this when they sit across the table (or computer screen) from the interviewer. The typical way most people approach the job interview process is to let the prospective employer conduct the interview and decide if the job applicant has the talents, skills

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³ K. S. Wiggins, Ed.D.

and abilities to do the job or not. I've been there before and it is not a pleasant feeling, makes no sense and puts you at a disadvantage, especially a psychological one.

The most effective way to approach your job interview is to turn the traditional process around by creating a list of questions designed to help YOU figure out whether or not the job is a good fit for YOU. The first step is to determine what is most important to you in a job in terms of the skills, talents and abilities you want to contribute, the schedule you are willing to work and the pay and benefits you expect to receive (tips on this below). Then, turn these into questions to ask *the person YOU are interviewing*.

Wait! What? "... the person YOU are interviewing?" YES! You are going to approach your job interview as if YOU are the one conducting the interview! Of course, the company interviewer(s) will ask you questions as well. (And you want to be sure your answers are well-rehearsed and congruent with the main benefits of hiring you described in your Magic Cover Letter and Persuasive Resume Email. More below.) But it's vitally important for you to see the interview primarily as an opportunity for YOU to find out if the job is a good fit for YOU. This is the first step in the process of setting yourself up for a job-getting interview advantage.

TAKE ACTION NOW:

- 1) Ask yourself: In addition to providing money, what do you want your ideal job to do for you? (List everything you can think of.)
- 2) Ask yourself: What are the skills, talents and abilities I most want to contribute to my job? (You may want to refer back to your answers from Chapter 4).
- 3) Turn these into questions you can ask the interviewer(s) so you can find out if the job will be a good fit for you.



Chapter 24:

Killer Interview Questions to Ask

In addition to, and even more important than, the list of questions you created from your answers in the previous chapter, there are certain *Killer Interview Questions* that are essential for you to ask *as early as possible* in your interview. Simply asking these questions will set you apart from all other job candidates. Plus, the answers you get *and write down* will give you valuable information that will give you a BIG psychological and practical advantage, not only during your interview but also in your post interview follow-up. In fact, the answers to these questions are so important I strongly recommend you *ask them as early as possible* in the interview (yes, I want to emphasize that point!) and before you ask any of the other questions from the list you created above.

Are you ready?

<u>Killer Interview Question #1</u>: What kind of employee will make your job easy? This is an incredibly powerful question which helps you identify the most important qualities the person YOU are interviewing is seeking. Write the answer down. Ask: "And what else?" And keep asking, "What else?" "Is there anything else?" Keep asking at least 7-10 times so you can really learn the most important things the interviewer believes will make their job easier. Typically, the most important qualities won't be the first ones mentioned, so it's important to keep asking. This is no time to be shy or hold back. Once you know what's important to the person YOU are interviewing, YOU can decide if you are qualified to do the job and more effectively share those reasons for your qualifications.

Tip: Write the answers down. This is critical. You learned the importance of language in Chapter 8 and capturing the answers in the language expressed by the person YOU are interviewing gives you a very powerful and persuasive way to continue to share the evidence from your experience that most closely matches what is most important. Plus, this information will be incredibly valuable to you in your follow-up communication with each person you interviewed.

<u>Killer Interview Question #2</u>: *Imagine it is one year from now and you are completely satisfied with the job I've done in this position. What has happened that has made you feel so satisfied?* This question helps you identify exactly what it will take to be successful on the job. Remember to follow-up after the first answer by asking: "What else? Is there anything else?" And keep asking 7-10 times. Knowing the specific results you will be expected to achieve according to their definition of success helps you decide if YOU are able and willing to achieve those results as an employee of the company. Plus, you will be able to more effectively describe how your qualifications meet the results expected by the person YOU are interviewing.

Tip: If you really, really want to know what it will take to be successful on the job, you must listen carefully to the answers and follow up to ask for more specifics. For example, if the person says you must be a "team player" to be successful, you may think you know what they mean by "team player" but the reality is, you don't. You know what "team player" means to you, but you likely don't know exactly what it means to the person you are interviewing. In other words, everyone has a different definition in their subconscious of what it means to be a "team player." If you don't find out the definition from the other person, you may take the job and think you are being a "team player" only to find out at your performance review you have not done so according to their definition.

How do you find out their definition? In the case of "team player," an excellent way to do so is to ask this question: If I'm in this job and behaving like a team player, what am I doing that lets you know I'm being successful as a team player? In other words, you want to find out the specific behaviors and actions that meet the other person's definition of "team player." This is really the best way to find out what will be required to be successful in the job. You'll want to do this with each of the most important success factors they mention. If you are interviewing multiple people, it is in your interest to follow this process with each of them as they will likely emphasize different aspects of the job.

BIG Tip: If you really want to take this job-getting interview strategy to the next level, here are two additional *Killer Interview Questions* you can ask:

- 1) What question do you need to ask me that will cause you to know that I am the best person for the job?
- 2) I'm curious, in the role of _____ [name of position], what would you need to see in an applicant that would cause you to hire them on the spot?

Asking these questions will reveal even more information about exactly what the person YOU are interviewing considers to be most important and will give YOU the opportunity to decide if YOU can satisfy them and ask for the job on the spot if you desire. (More below.)

What's the point to all of this?

First, simply using this approach will set you apart in the minds of most employers. It conveys a sense of seriousness and interest in the job that many applicants don't know how to effectively convey. The hiring decision-maker will notice. A CEO recently said if someone he was interviewing followed the strategy you have just learned it would "... blow me away! It would totally impress me."

Second, now that you know what success on the job really means, you have the opportunity, if you want the job, to help the hiring decision-maker see more clearly how you match. You can quickly refer to each of the most important results they mentioned (which you wrote down) and share examples from your experience demonstrating how you satisfy what is considered important. You are doing the same thing you did with your *Magic Cover Letter* except now you are able to be even clearer since you know the behaviors indicating job success.

Third, this creates an opening for you to ask for the job if you want it. If you know you can satisfy what the hiring manager has shared is most important, *based on your own assessment*, and have described in even more detail the evidence showing how you will be able to do so, you can then say with confidence, *"Since I can do everything you've just described, when can I start?"*

Fourth, whether you receive a job offer on the spot or not, you can use what you learned about what's important in your post-interview communication to continue to emphasize how your skills and experiences match. This gives you a powerful way to continue to connect with the hiring decision-maker(s) at a subconscious level and gives you an edge over other applicants who did not ask the same questions.

If, as you are reading about this unique interview strategy, you find yourself feeling afraid of what the hiring decision-maker will think of you if you ask the above questions, feel free to contact me for one-on-one coaching. My training as a strategic interventionist can help you eliminate the fears preventing you from feeling totally confident. I can work one-on-one with a limited number of clients. You can apply at: https://www.RightJobRightMoney.com/Apply. (A strategic interventionist is trained in a variety of disciplines to help you take the most practical and effective forms of strategic action to move rapidly toward your desired outcome.)

TAKE ACTION NOW:

- 1) Practice asking the recommended questions above until you have them memorized
- 2) Plan what you will take to your interview so you can write down the answers.



Chapter 25:

Preparing Your Answers

Now that you are clear about the most advantageous way to approach your job interview, it is still essential to prepare to answer the questions you may be asked during the interview. (This includes getting ready to discuss salary which is covered in the next chapter.)

If you have completed your very own *Magic Cover Letter*, you are already very clear about the basic evidence you can share demonstrating you meet the desired qualifications for the job. Many of the questions you will be asked will relate to the specific job requirements and the answers you prepare before the interview can expand on what is in your *Magic Cover Letter*, while keeping in mind you will modify your answers during your interview as you learn more about what is important to the company.

In working with my students and clients I have found the most effective way to prepare to answer interview questions is practice, practice, practice. The action steps below will guide you through the process of preparing to ace any question you may be asked.

TAKE ACTION NOW:

- 1) Get a list of top interview questions. Google will give you plenty of great results. I recommend you start here:
 - a) https://www.thebalancecareers.com/top-interview-questions-and-best-answers-2061225
 - b) https://www.themuse.com/advice/how-to-answer-the-31-most-common-interview-questions
- 2) Get a stack of note cards and write each question on one side and your best answer on the other. (BIG KEY: use the evidence from your *Magic Cover Letter* in your answers when possible by linking your qualifications with a result important to the company.)
- 3) Using the notecards, ask yourself each question out loud and practice

- answering it out loud. *Tip*: Rehearse in front of a mirror until you have your answers mastered.
- 4) When you think you have your answers mastered, video yourself answering each question. Watch each video and make improvements in how you want to answer the question.
- 5) Pay particular attention to your nonverbal communication, such as hand gestures, eye contact, body position, etc. Practice smiling and feeling relaxed. Imagine the answers rolling off your tongue with confidence and ease and keep practicing until you feel it.
- 6) Invite a friend to ask you each notecard question and listen to your answer and offer you feedback.
- 7) Make multiple paper copies of your *Magic Cover Letter* and "Mother of All Resumes" to take with you to your interview.

If you have followed the steps above, I hope you feel prepared, confident and excited about answering the most common interview questions. If you don't, feel free to reach out to me for one-on-one interview preparation coaching. I will take you through a process that can help you feel confident. You can apply to work one-on-one with me at https://www.RightJobRightMoney.com/Apply.

The next chapter will help you get ready for the salary conversation and negotiation. Are you ready?



Chapter 26: **Getting the Right Money**

If you have followed the action steps to this point you have created a very clear and persuasive job-getting campaign focused on the most important job requirements/desired qualities the employer is seeking and matched it with the evidence from your experience validating how you are a great fit. Powerfully and persuasively demonstrating this match to an employer results in a clear statement of the value you will bring to the job. The more value the employer perceives you bring, the higher pay you are likely to be offered. *Ultimately, this is the secret to getting the right money*. The value the employer perceives you will bring to the job is *the most critical factor* in determining whether or not you *get the right money*.

Even if you have done a great job demonstrating the value you will bring to the job, it is still very important to prepare to discuss your compensation (salary and benefits). It can be a tricky area to navigate, especially in a highly competitive job market. Below are several suggestions to help you get ready.

<u>Do your homework</u>. If you are able to find out from the job posting or another method the range the company is offering, you can decide if it is going to fit for you. You can also research PayScale or Glassdoor or LinkedIn for typical salary ranges for similar positions. In either case, even if the range is less than what you expect or require, you can still go to the interview. It's very important for you to have a number in mind before you go. You never know what might happen, and even if it turns out the company can't meet your compensation expectations, going to the interview will be good practice for you.

Tip: Your chances of success in negotiating a higher salary are much better if you are perceived as likable. Negotiating a job offer can feel awkward and create some tensions. Maximizing your likability during this process will help you get the right money. (See action step #4 below.)

Let the hiring manager bring the topic up first. If the hiring manager asks you what salary you are looking for, your best strategy is to answer without saying a specific number. For example, "I'm willing to look at any fair offer and will consider it as a whole with the benefits package."

<u>Practice answering the salary question</u>. Some hiring managers will accept the answer above, but others will ask the amount of your previous salary (or it may have been a question on your job application). The best way to answer this question is as follows:

- "I keep that information private, but I'm looking for a reasonable offer for this position."
- "My previous employer expects me to keep that information confidential, but I'll consider any fair offer."

Do not immediately accept the first offer. Even if you are thrilled with the amount, it is in your interest to take some time to think carefully about it. Let the hiring manager know you appreciate the offer but you need to think it over for a day or two. Then do your best to estimate the actual value of the salary and benefits as a complete package. Benefits such as retirement contributions, insurance, time off, reimbursed expenses can be worth a significant amount of money. It is also in your interest to consider any non-financial benefits the company is offering, such as work-from-home options, flextime and other perks. These can also be negotiated.

Always counter-offer. Even if the initial offer is higher than what you need or expect, it's smart to counter-offer for 10-20 percent more unless that will still not be enough to cover what you need. (More on this below.) If you negotiate too aggressively, it's possible the company could rescind the original offer, but as a general rule, it's not likely if you stick to 10-20 percent. If for some reason the company cannot go any higher than their original offer, you can still accept the original amount if you want.

Approach your counter-offer conversation as follows:

- Express excitement about the opportunity you've been offered.
- Ask for a meeting (in person, phone or zoom) to discuss the proposed salary and benefits before you make a final decision.
- Make sure you have done your homework so you can refer to the research you have done as the basis for making your request (more below).
- Highlight again the most impressive evidence of the value you will bring to the position.
- Let them know you believe the experience, skills, value and expertise you bring merit further conversation about your compensation.
- Ask if the original offer number is flexible.

Tip: You are more likely to be successful in negotiating a higher salary if you are prepared to give persuasive *job-related* (vs. emotional) reasons why a higher salary is a good investment for the company. You can cite industry salary ranges based on the homework you've done, and you can also talk about the value you will bring to the position. If you have followed *The Magic Interview Strategy* and asked your *Killer Interview Questions* you have a clear picture of the most important qualities the company is seeking as well as what is most important to the individual with whom you are negotiating. You can continue to share persuasive evidence from your experience demonstrating how you will satisfy their concerns and meet or exceed their expectations.

Tip: If counter-offering 20 percent more than the original offer is still not enough to cover the salary you need, you can always ask for more and see how the company responds. If you have the courage, here is a very powerful question you can ask that will help you quickly discover if the company is willing to consider paying you the salary you need:

• What kind of performance would you need to see from an employee that would cause you to decide to pay them a salary of [insert the exact salary amount you need]?

I recommend you ask this question with a smile on your face (likability). Remember to keep asking "*And what else*?" "Is there anything else?" multiple times so that you can get complete clarity on what is expected for the salary you'd like to be paid.

However, if the company is unable to pay you the salary you need to cover your expenses, it may be time to ask yourself if this job/company is really the best fit for you. Clearly, there are many personal factors to evaluate that can influence your decision. It may be time to consider walking away. The following action steps will help you most effectively and confidently prepare to answer questions during the interview.

TAKE ACTION NOW:

- 1) If possible, find out the pay range the company is offering for the position.
- 2) Do your comparable salary research on PayScale, Glassdoor and/or LinkedIn.
- 3) Practice out loud your answers to the hiring manager's question(s) about the salary range you are seeking and your previous pay.
- 4) Prepare an updated list of all the reasons why it is in the company's best interest to pay you the higher salary you are seeking and practice sharing these reasons.
- 5) VERY IMPORTANT: Ask a friend to rehearse the conversation with you and give you feedback, especially on your likability.

Wow! You are almost finished with this book! The next chapter shares strategies for your post interview communication which can continue to set you apart from other job applicants. Are you ready?



Chapter 27: **After Interview Follow-Up**

Your post-interview communication is a final key to your successful job-getting interview strategy. If you want the job and desire to continue to set yourself apart from other applicants, it is important your follow-up communication be timely and tailored.

Within 24 hours of your interview, send an email (or LinkedIn message) as well as a hand-written thank you note via snail mail. The combination of receiving an email message from you shortly after your interview followed by a hand-written thank you note a few days later reminding them about the value you will bring is powerful and will help you stand out.

Tip: Ask for the business card of everyone you meet during the interview if possible. This will make it easier for you to contact them after. Depending on how many people you meet at the interview, it may be in your interest to send each of them a separate message.

Your follow-up email or LinkedIn message should:

- Express appreciation for the interview
- Compliment the company on something exciting they are doing that is of interest to you
- Refer to something specific you learned in the interview (by asking your *Killer Interview Questions*) and briefly highlight a strength or two you can contribute that reminds them what a great fit you are for the position.
- Express excitement about the opportunity

Here is an example:

Good afternoon, [Name],

Thank you for meeting with me to speak about the [job title] position with [Name of Company].

I really enjoyed learning more about the role and the company. I especially loved hearing about [insert compliment here ... i.e. your big vision to grow your hospital client base in the south so more patients can benefit from your life-saving products.]

After our conversation, I am confident that my skills in [list a top strength or two you can contribute you learned about in the interview ... i.e. sales and my already established network of hospital contacts in the south ... are a great fit for this position. I am very enthusiastic about the possibility of joining your team.

Please feel free to contact me if you have questions or need any additional information. Thanks again, and I hope to hear from you soon.

Thank you,
[Your Name]

Your handwritten thank you note should:

- Be written on quality stationary
- Mention how you enjoyed speaking with them
- Reiterate your interest in the position
- Highlight one of your biggest strengths based on what you learned using the interview strategy recommended above.
- Be personalized to something you discussed in your interview, perhaps a shared interest or connection or something insightful
- Express excitement about the opportunity
- Can be briefer than the same day message

Here is an example:

[Name,] Thank you for meeting to discuss the [Name of Position] role. I loved hearing about your team's upcoming plans/strategies/goals and discussing [share something you have in common ... i.e. how we both share a passion for improved patient care]. Our conversation made me even more interested in [insert one of your biggest strengths ... i.e. contributing my customer relationship-building skills] in this role. I hope to hear from you soon about next steps.

Thank you,
[Your Name]

Tip: Be sure to double check for errors by proofreading both forwards and backwards and asking another person to read your messages as well.

TAKE ACTION NOW:

- 1) Get a stack of high quality thank you cards and stamps, so you are ready to write your hand-written thank you notes right after your interview.
- 2) Consider making a personal card you can hand to each individual you meet with in exchange for asking for their business card.

Some companies will offer you a job during or after your first interview. Others will invite you to one or more follow-up interviews. The next chapter shares preparation suggestions. Are you ready?



Chapter 28:

Second or Third Interview Tips

It's not uncommon for companies to invite the top candidates back for an in-person second or third interview. If you find yourself in this situation, congratulations! You can expect each interview to go deeper than your first one and will likely include tougher questions from more senior level managers and/or owners (depending on the size of the firm).

Here are several strategies to help you prepare:

- Double down on your research of the company so you know as much as possible about the business, the company values and operations. (You can refer back to the same sources you used in chapter 5.)
- If there are any questions you did not answer as well as you wanted to, it's important to prepare and practice the answer you want to provide so you will be ready to respond.
- Since you are likely to be meeting with new faces, you can still use *The Magic Interview Strategy* you learned in earlier chapters and ask the *Killer Interview Questions* you learned and get even more clarity on what is most important to the company and the various leaders with whom you will be working.
- You also want to prepare any additional questions you have about the job or work environment important to you that did not get answered previously.
- You will likely be asked some of the same questions you were asked in your previous interview(s). Go back and review the answers you learned and make any changes you think will strengthen your ability to answer those questions with persuasive evidence of your qualifications for the position.
- You are also likely to be asked some new questions. Here are two web sites you can refer to for lists of potential questions (as well as other tips):
 - https://www.roberthalf.com/blog/job-interview-tips/things-to-expect-froma-second-interview
 - o https://theinterviewguys.com/how-to-prepare-for-a-second-interview/

- Feel free to update your *Magic Cover Letter* with any new information you gleaned from your prior interview(s) and take multiple paper copies of it along with your resume.
- Plan ahead to send follow-up thank you messages to everyone you meet with like you did after your previous interview(s).
- Remember, likability is important. Show up confidently. Look people in the eye. Smile. Use a firm handshake. Treat everyone with respect.

TAKE ACTION NOW:

- 1) Dig deep in your research of the company and its leaders.
- 2) Practice answers to any prior interview questions you want to improve.
- 3) Research second and third round interview questions and recommended answers and use the same process you used earlier to prepare and practice your answers.
- 4) Make any updates to your *Magic Cover Letter* and make copies of it and your resume.
- 5) Plan your follow-up communication.

Wow! You are one chapter away from finishing this book. Congratulations! The next chapter provides valuable information on how everything you've learned so far can help you effectively prepare for your first 100 days in your new job. Are you ready?



Chapter 29:

Your First 100 Days on the Job

If you are reading this chapter, hopefully you have accepted a job offer and are preparing for your first 100 days on the job. If you have followed the process described in this book, especially by asking *Killer Interview Questions* and digging deep to understand the results expected of you, you have a clear roadmap of the top priorities for you to focus on during your first 100 days on the job.

Tip: Your first 100 days on the job is your best opportunity to establish positive relationships with your boss and co-workers. You will be setting the patterns for what people can expect from you, how you will treat them and how you will be treated. It is critical for you to maximize this opportunity to set a positive tone for your time in this job.

The first step is to review all your interview notes and write out a plan for your first 100 days on the job based on all that you've learned. The most effective way to do this is to ask yourself several questions similar to the ones you asked during your interview(s):

- Imagine it is 100 days from now and I have been very successful in my new job. What have I accomplished that has caused me to be so successful?
- What are the top 3 things I need to focus on in the first 100 days?
- What do I need to learn in the first 100 days order to be successful?
- How will I know I've been successful in reaching my first 100 days goals?
- What are the measures of success that will satisfy me and my new boss?
- Just suppose I am looking back on my first 100 days in my new job and I, my new boss and colleagues are VERY SATISFIED with my job performance. What has happened that has caused everyone to feel so satisfied?

Second, based on your personality and the requirements of your new role, it's important to decide if your first 100 days on the job are best spent listening and learning or taking massive action (or a combination of both). Your approach will send a strong signal to the company about who you are and it's important for you to decide which approach will be most effective for your

situation. If there is a crisis you've been hired to resolve, it may be critical for you to move into action very quickly after you start.⁴

During your first 100 days on the job it's also important for you to continue learning and clarifying what is expected of you. You must be willing to ask questions about anything you don't understand, and to seek clarification if there are any issues that seem to be incongruent with what you learned during your interview process. *Listen! Listen! Listen!*

Third, in addition to your boss and any direct reports, the relationships you build during your first 100 days on the job can make a BIG difference in the success of your career at the company. Ask yourself:

- Who are the people that my job depends on for success?
- Who are the people that depend on my job for success?

Schedule meetings with these individuals so you can begin to build a strong relationship with each of them.

Fourth, it's important to mention new ideas you have without directly criticizing the company or co-workers. Your goal is to demonstrate that you have new ideas to contribute without bulldozing your way into your new role. It is usually not in your best interest to implement massive changes or step on other people's toes during your first 100 days on the job (unless, of course, that's exactly what you've been hired to do).

Fifth, avoid any mistakes. Get to work early. Don't leave right at quitting time. Avoid missing work unless there is an emergency.

TAKE ACTION NOW:

- 1) Review your plan weekly to ensure you stay on track.
- 2) Schedule meetings with stakeholders who are key to your success.
- 3) Do everything you can to accelerate your learning, such as extra reading or research you may need to do.

BRAVO!! Congratulations on finishing this book! I wish you every success in your jobgetting efforts. If you decide you want additional support, feel free to apply to work one-on-one with me at: https://www.RightJobRightMoney.com/apply.

⁴ Sven Sommerlatte, svensommerlatte.com, "Your First 100 Days in a New Job," January 9, 2018, http://svensommerlatte.com/your-first-100-days-in-a-new-job/.



Chapter 30:

Complimentary One-on-One Career Success Clarity Session

You will have to decide if this is for you or not at this time, but I offer a limited number of *Complimentary Career Clarity Success Coaching Sessions*. It's not for everyone. Would you be open-minded about exploring a UNIQUE PROCESS that will empower you to more confidently move through the stages of the job search process than you ever have before?

If you are an action taker who is ready to take your career to the next level of success, you may wish to consider **THIS INVITATION:** I am inviting you to contact me today, because there are only a limited number of *Complimentary Career Success Clarity Coaching Sessions* available. In this powerful session, I will help you:

- 1. Get complete clarity about your job and career desires;
- 2. Identify the major blocks, fears or other limitations preventing you from confidently pursuing the job you really want; and
- 3. Decide what steps you want to take next (if any).

Clients normally pay \$250 for this session. You can apply for a *Complimentary Career Clarity Success Coaching Session* at: https://www.RightJobRightMoney.com/Coaching.



About the Author

Robert Weaver, M.B.A., is a marketing and communication professional who has helped dozens of students, clients and employers significantly improve the results of their marketing efforts. As a professor of marketing, personal selling and business communication, many of his students and clients learned how to successfully market themselves through a jobgetting campaign. He now shares the job-getting secrets he has developed and refined in *Get the Right Job for the Right Money* (whether the economy sucks or booms).

Robert completed an undergraduate degree in English and a master's degree in business administration with an emphasis in marketing. He recently completed Anthony Robbins' Business Mastery and Mastery University (2015). In 2016, he finished a certification program as a life improvement coach as well as 100 hours of training as a strategic interventionist through Robbins-Madanes Center for Strategic Intervention. He has completed hundreds of hours of courses and seminars in neuro-linguistic programming, psychology and influence. (A strategic interventionist is trained in a variety of disciplines to help you take the most practical and effective forms of strategic action to move rapidly toward your goals.)

Robert is a father of two adult children and enjoys an active lifestyle. He has visited 37 countries. In 2017, he rode a bicycle 4,228 miles, from Yorktown, Virginia, to Astoria, Oregon. He has completed four barefoot fire-walks on coals over 2,000 degrees hot.

Robert loves to hear from readers. Feel free to email him at Robert at RightJobRightTime.com and let him know what was most helpful about the information you learned and what would make it even better.