



Knock 'em Dead Cover Letters: Cover letter samples and strategies you need to get the job you want (Cover Letters That Knock 'em Dead)

Martin Yate

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Write a cover letter that will get you the interview

In this newest edition of the bestselling cover letters guide, Martin Yate shows you how to dramatically increase your chances of landing an interview with a dynamic cover letter. Inside this book, you'll find all-new examples of cover letters and learn how to use his proven methods to:

- Determine the relevant keywords that will send your application to the top of database searches
- Effectively display your personal brand and the transferable skills you bring to a job
- Conduct a simple web search to find contact information and get your material in front of managers and recruiters
- Figure out when you should mail a hard copy of your application to the recruiter instead of sending an e-mail

With the help of this trusted authority, you will finally be able to differentiate yourself from the competition and land the interview!

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