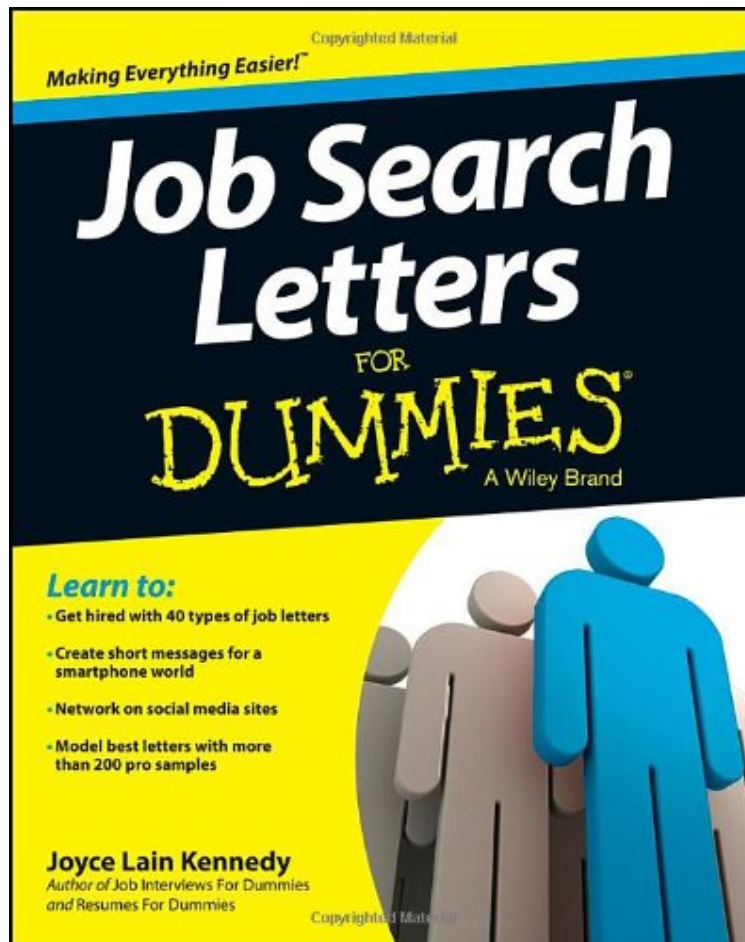


Job Search Letters For Dummies

Joyce Lain Kennedy

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Joyce Lain Kennedy : Job Search Letters For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Job Search Letters For Dummies:

0 of 0 people found the following review helpful. Very helpfulBy Denise SweeneyGreat advice and tips on not only cover letters but also social media and even interviewing. Would recommend it .3 of 3 people found the following review helpful. Superb Resource But With A ProblemBy Paull'll get right to the problem by way of a true story.A friend of mine opened up his own business. He hired a P.R. professional to coach him on how to promote his new enterprise so it didn't have to spend months or years in the red 'catching fire'. The P.R. person gave him a list of excellent ideas - quite innovative and all seemingly highly effective too. My friend, after the P.R. woman's presentation said to me, "These things would assure my success but I can't do any of them". Why did he say that? Because the type of self promotion the P.R. person suggested went against his personal grain.This book is solid and dense with information which may not be new to this book, but for sure I've never seen before. Here are two examples of many dozens. Do you know what a 'prezi' is or how to use it in a job search? I didn't. Did you know there are Web

sites you can copy and then paste a job ad into and the site will analyze the ad and tell you what key words you must use in your cover letter to heavily associate your letter to your potential employer's needs? I tested one of these sites and was astounded at how easy it made cover letter writing. The main organization of the book are chapters covering some specific of job seeking along with commentary from the author about the sample letters (which follow). These letters are all written not by the book's author but by professional resume or cover letter writers all of who are listed in the back of the book's reference pages. In addition, the book goes into job related material - not just how to write cover letters. For example, there is solid information on how to ask for a raise - obviously for someone already on the job rather than on the outside looking in. It's a fairly comprehensive career book in many ways. Now to return to the problem. Just reading that you must use proper grammar in your letters and giving a half dozen 'right and wrong' examples does not make a grammarian. Knowing prezis exist doesn't mean you know how to make a good one or if it'd be suitable for your job search. Knowing LinkedIn exists doesn't mean you can use it effectively to network into your dream job. Knowing that social media sites are deep searched by employers to screen out employees who may be trouble based on their supposedly anonymous postings doesn't give you the power to scrub the shadow Web for your youthful or not so youthful indiscretions. Then there is the personality issue. People can admire the sample letters and even try to imitate them, but few will succeed to the degree these professionally written letters do. Of course, there is always the resource of finding the letter or other object you like and hiring the professional who made it to generate up one or more from you. In the end, for most who will read this book, that's the end solution. I doubt most folks can come close to matching the sample letters in this book so they can either fall well short or hire the pro. Of course, you may not need a cover letter or resume of the first water to succeed in your job search. Perhaps the other tips, such as the key word generator, and your own talent will be enough. In either case, this book is a highly valuable resource for the job seeker in today's extremely competitive job market. 1 of 1 people found the following review helpful. Plenty of tips, but disorganized and confusing. By Customer. What I was hoping to find in "Job Search Letters for Dummies" was a systematic approach to writing job search letters that was sensitive to the particulars of the seeker's biography and the type of job being sought. What I found instead was a compendium of "you can do this if you want," and "it might be nice to do that," and "if you're really cool, you should do this." The book is full of tips and examples, and most readers will find at least some of these useful. You will have to dig, however, to find the bits that suit your needs. Potential readers should also note that most of the examples are "fictional" in the sense that they are written by professional letter-writers and do not necessarily represent any real person. Furthermore, because they are fictional, they are not guaranteed to have worked, ever, even once, in landing someone a job interview much less a job. Another thing that bugs me about this book, but is not unique to this book, is the extent to which job search advice is based on fashion rather than research. For example, we know that "objective" statements on resumes are out of fashion now. Does that mean that putting an objective statement on your resume will reduce the likelihood of you getting an interview? The answer is: Who knows? Nobody's done systematic research to find out. Is it a good or a bad idea to write a flashy and bold letter that says if Company X hires you as a receptionist you will double their sales in 12 months? Who knows? I know that when I've been involved in hiring, anything gimmicky has turned me off. Anything that smacks of egotism has turned me off. About the only thing these books say that corresponds to my experience is that well-written lists of accomplishments are good. What does the empirical research say? Not much. So: Somebody, please, do some research! And: Bottom line: You might find this book useful. You might not. It depends on how much patience you have and how good you are at deciding what's a gimmick and what's helpful.

New-style job messages that get you in the door and on your way up From sparkling cover letters to six-word bios, a fresh bevy of job search letters has grown powerfully useful for successful career communications. Job Search Letters For Dummies delivers the quality of New Era know-how you need right now to land good jobs and thrive. Whether you're a long-time professional or a recent college graduate or somewhere in between Job Search Letters For Dummies has you covered. Job Search Letters For Dummies covers the gamut of leading-edge topics, including effective strategies for internal career communications on topics such as raises, promotions, and position changes; rules for communicating professionally with texts and networking on social media platforms such as twitter and LinkedIn; fresh and updated communication phrases to voice accomplishments and make job-fit statements; post-interview etiquette and letters such as thank-yous, "hire me" reinforcement notes, interest revival queries; and much more. Get hired with 40 types of job letters Create short messages for a smartphone world Network on social media sites Model best letters more than 200 pro samples Whether you're a long-time professional or a recent college graduate or somewhere in between Job Search Letters For Dummies has you covered. A note to job seekers from nationally syndicated careers columnist and author of Job Search Letters For Dummies, Joyce Lain Kennedy: Welcome aboard, job seekers! Thanks for checking out this first guide to communications-supported job search and career growth in relentlessly changing technological times. The right messaging what you say, why you say it, and when you say it is as important today to your employment goals as it has been at any time since Leonardo da Vinci wrote the first professional resume in 1482. Consider recent jobfinding history: In 1986 fax machines and postal mail were the most popular ways to send resumes and cover letters. In the 1990s the Internet boom kicked in with new tools to connect jobs and people: e-mail,

websites, cell phones, mailing lists, and online bulletin boards. In the 21st century the double-time march of recruiting technology skyrocketed, building a techno-swamp populated with endless ideas of how to connect work and people through smartphones, wonder tablets, apps, and social media for virtual networking. You're competing in a new world of work out there. If your job search is treading water or even drowning there's a better way. Make a splash! Engage hiring authorities through a communications-centered campaign with smart content.

From the Back Cover Learn to: Get hired with 40 types of job letters Create short messages for a smartphone world Network on social media sites Model best letters with more than 200 pro samples New-style job messages that get you in the door and on your way up From sparkling cover letters to six-word bios, a fresh bevy of job search letters has grown powerfully useful for successful career communications. *Job Search Letters For Dummies* delivers the quality of New Era know-how you need right now to land good jobs and thrive. Whether you're a long-time professional or a recent college graduate or somewhere in between *Job Search Letters For Dummies* has you covered. Leap into the new job market find the latest developments, the fast-breaking trends in mobile job search, and an outstanding collection of contemporary and creative job search letters Get refreshed on the essentials grasp the core and most familiar types of job search letters: job ad replies, networking efforts, prospecting pitches, and after-interview letters Communicate creatively get commentary and samples for social messages, branding statements, professional profiles, bios, reference blurbs, online work portfolios, prezis, and video Get the write stuff jump easily through the writing hoops to deliver first-class job search letters, with tips on constructing messages with images, content, and language Open the book and find: Rules for communicating professionally with texts Networking on social media platforms such as Twitter and LinkedIn After-interview self-marketing letters and etiquette A treasure trove of sample messages that illustrate what a modern, communications-supported job search looks like Tips on identifying and selling your marketable skills Ideas on writing great opening lines About the Author Joyce Lain Kennedy is a nationally syndicated careers columnist. Her column, CAREERS NOW, appears twice weekly in newspapers and on websites across the U.S. Kennedy is the author of seven career books, including the award-winning *Job Interviews For Dummies* and *Resumes For Dummies*.