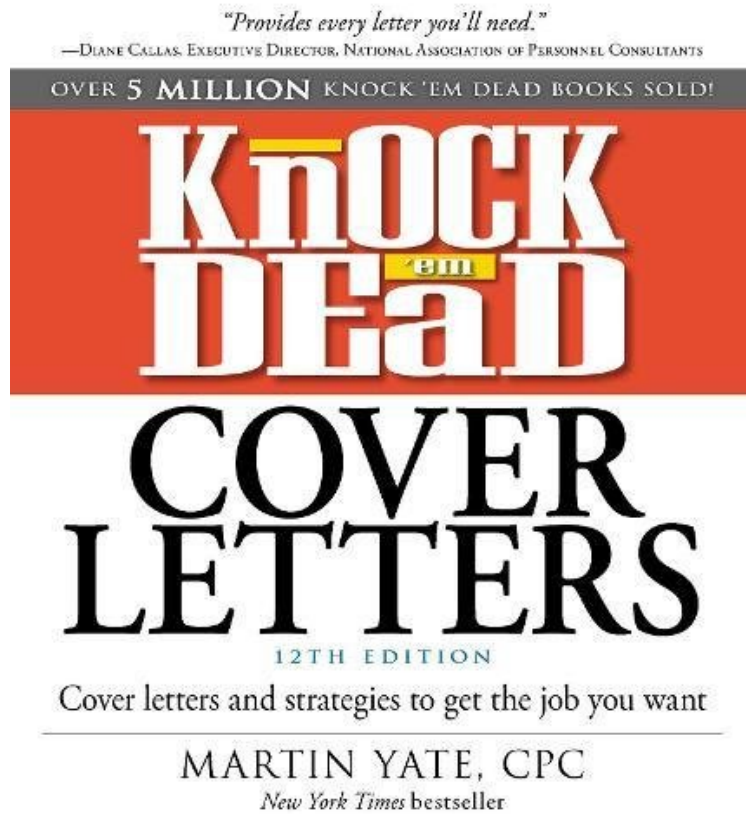


Knock 'em Dead Cover Letters: Cover Letters and Strategies to Get the Job You Want

Martin Yate CPC

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Cover letters that get noticed, get read, and get the interview! In the newest edition of his classic cover letter guide, job

search expert Martin Yate shows you how to dramatically increase your chance of landing an interview. The key, as Yate explains, is to use language drawn from the job posting itself, words that will send your application to the top of database searches. In this completely updated guide, you'll find numerous sample cover letters, along with Yate's tried and proven methods to:

- Determine relevant keywords to get attention--and use them effectively
- Clearly display your personal brand and the transferable skills you bring to the job
- Find the right contact information that gets your material in front of decision-making managers and recruiters
- Use social media sites such as LinkedIn to create an effective online profile and build professional and personal networks

With Martin Yate's expert advice, you'll create unique and compelling cover letters that will grab employers' attention and get you in the door!

About the Author Martin Yate, CPC, is one of the foremost experts in the field of resumes, job search and career management. The author of *Knock em Dead*, *Knock em Dead Resumes*, *Knock em Dead Cover Letters*, *Knock em Dead: Secrets Strategies for First-Time Job Seekers*, and many other career books. Martin has helped millions of people achieve professional success and he can help you too.