



Nail the Cover Letter!: Great Tips for Creating Dynamite Cover Letters

By Ron L. Krannich, Caryl Krannich

Impact Publications. Paperback. Book Condition: new. BRAND NEW, Nail the Cover Letter!: Great Tips for Creating Dynamite Cover Letters, Ron L. Krannich, Caryl Krannich, Job seekers often forget it's their cover letter -- not their resume -- that is first read by employers. Thus, cover letters play a crucial role in making good first impressions on employers. This book shows how to produce powerful letters that lead to interviews and offers. Focusing on the key principles of effective communication, it examines the six most important letters every job seeker needs to write: cover, approach, thank-you, rejection, withdrawal, and acceptance. Dispelling numerous writing myths, the book includes several examples illustrating the writing principles as well as unique chapters on how to produce, distribute, and follow up letters with maximum impact.



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