

Special Upgrade Offer!

Good TODAY Only!

Congratulations! You've made a great decision to invest in yourself. Put this information into action today. The sooner you take action (and the more action you take), the quicker you'll be making money. And that's what you really want to do, isn't it?

Here's a list of what you should have received depending on which Killer Cover Letter "System" Package you ordered:

If you don't have the Deluxe "System," here's what you're missing out on:

- Fill-In-The-Blank Killer Cover Letter #2
- Fill-In-The-Blank Killer Cover Letter #3
- The Killer 4 Letter Follow-Up Sequence
- Special Report: *"Simple Secrets to Doubling Your Response Rates"*

When you upgrade to the Deluxe "System," you'll triple your ammunition (you'll have 3 Fill-In-The-Blank Killer Cover Letters instead only one) and another Special Report that shows you some very simple things you can do to double your response rates which doubles your chances of getting a job quickly.

On top of that, you'll have a Killer 4 Letter Follow-Up Sequence. So you can see you're missing out on a lot.

And it gets worse. If you don't have the Platinum Package, you're not only missing out on all that, you're also missing out on:

- 3 More Fill-In-The-Blank Killer Cover Letters
- My Special Report: *"Power Negotiating Tactics for Job Seekers"* which reveals several simple tactics you can use to extract more salary & benefits out of your employer than you thought imaginable.
- 6 of my own personal Killer Cover Letters you can customize to fit your personal situation.
- 4 hours & 30 minutes of video tutorials on CD-ROM. Just pop it into your computer and watch as I show you the powerful investigative techniques I use to harvest information, walk you step-by-step through the creation of a Killer Cover Letter, and reveal the "secrets" to getting your message opened and read.
- A **Critique Certificate** (a \$100 Value) which entitles you to submit a cover letter or resume for review. I'll review your cover letter or resume you submit and send it back to you with suggestions to make it even more killer. And the Critique Certificate is good for a full 12 months from the date of purchase.

I'm throwing in some Special Bonuses for you if you can act quickly. Please see the next page for details. Remember, this Special Limited-Time Upgrade Offer is good TODAY only!

100% No-Risk Trial Upgrade Form

☒ Yes, Robert! I'd be absolutely crazy to miss out on this opportunity to upgrade my Killer Cover Letter "System." I understand with your 100% "Off The Hook" Guarantee, I have absolutely nothing to lose! On that Risk-Free basis, here's my order. Please rush deliver my Killer Cover Letter "System." And since I'm ordering TODAY, send me the Bonuses too.

Here's what you'll get when you Upgrade Your "System" TODAY:	Basic System	Deluxe System	Platinum System
Fill-In-The-Blank Killer Cover Letter #1	INCLUDED	INCLUDED	INCLUDED
Fill-In-The-Blank Killer Resume	INCLUDED	INCLUDED	INCLUDED
The Killer Cover Letter System Guide	INCLUDED	INCLUDED	INCLUDED
The Killer Cover Letter System Quick-Start Guide	INCLUDED	INCLUDED	INCLUDED
Special Report: "116 Killer Opening Sentences"	INCLUDED	INCLUDED	INCLUDED
Special Report: "How to Get Your Message Opened & Read"	INCLUDED	INCLUDED	INCLUDED
Fill-In-The-Blank Killer Cover Letter #2	NOT INCLUDED	INCLUDED	INCLUDED
Fill-In-The-Blank Killer Cover Letter #3	NOT INCLUDED	INCLUDED	INCLUDED
Special Report: "Simple Secrets to Doubling Your Response Rate"	NOT INCLUDED	INCLUDED	INCLUDED
Killer 4 Letter Follow-Up Sequence	NOT INCLUDED	INCLUDED	INCLUDED
Fill-In-The-Blank Killer Cover Letter #4	NOT INCLUDED	NOT INCLUDED	INCLUDED
Fill-In-The-Blank Killer Cover Letter #5	NOT INCLUDED	NOT INCLUDED	INCLUDED
Fill-In-The-Blank Killer Cover Letter #6	NOT INCLUDED	NOT INCLUDED	INCLUDED
Special Report: "Power Negotiation Tactics For Job Seekers"	NOT INCLUDED	NOT INCLUDED	INCLUDED
CD-ROM Video Tutorial #1 - "Powerful Investigative Techniques: How to Find Employers Contact Information Even If They Don't Want You to Find It!"	NOT INCLUDED	NOT INCLUDED	INCLUDED
CD-ROM Video Tutorial #2 - "How To Create Killer Cover Letters in Minutes!"	NOT INCLUDED	NOT INCLUDED	INCLUDED
CD-ROM Video Tutorial #3 - "Secrets To Getting Your Message Opened & Read"	NOT INCLUDED	NOT INCLUDED	INCLUDED
BONUS CD-ROM Video Tutorial #1 - "How To Put Your Killer Resume Online in Less Than 60 Minutes for FREE!"	NOT INCLUDED	NOT INCLUDED	INCLUDED ONLY IF YOU ORDER TODAY
BONUS CD-ROM Video Tutorial #2 - "Internet Marketing Secrets Revealed! How To TurboCharge Your Job Search!"	NOT INCLUDED	NOT INCLUDED	
Killer Cover Letter System CD-ROM (all the files)	NOT INCLUDED	NOT INCLUDED	INCLUDED
Robert's 6 Killer Cover Letters(customize them for your situation)	NOT INCLUDED	NOT INCLUDED	INCLUDED
Critique Certificate (\$100 Value) UNANNOUNCED BONUS	NOT INCLUDED	INCLUDED IF YOU	ORDER TODAY!
Investment (compare this paltry sum to the salary of your new job)	-	only \$20	only \$70

Please check the appropriate box: ☐ Platinum Upgrade (only \$70 + \$6 S&H) ☐ Deluxe Upgrade (only \$20)

Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ eMail: _____

PAYMENT: ☐ Check/Money Order (made payable to **Viking Investment Group, Inc.**)

☐ Credit Card (please circle one) Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Signature: _____ Date: _____

Please Fax you order to: **678-366-3198**. For slower service, you can mail your order to:

Viking Investment Group, Inc., 9925 Haynes Bridge Road, Suite 200-114, Alpharetta, GA 30022

“The Killer Cover Letter ‘System’: Six Simple Steps to Job Search Success”

There are six simple steps to job search success. Whatever you do, don't skip the first step. The little time it takes to figure out specifically what you want could save you years of frustration. Unfortunately, I know this from experience.

When I was younger, I didn't spend much time thinking about what I wanted to be when I grew up. I just figured things would work out if I went to college, got good grades, and got a good job. That's what we're always taught, right?

Ultimately, things have worked out. But I must have wasted close to a decade in jobs I hated. And it was all because I didn't take the time to figure out exactly what I wanted.

You see, I was good at math and there's math in accounting and there always seems to be a demand for accountants so I got an accounting degree. Boy was that a mistake. I can't stand anything about accounting.

I don't do my own taxes and I don't even like to balance my own checkbook. As a matter of fact, it's not balanced right now. And I'd rather go to the dentist than balance the darn thing. Seriously! At least at the dentist office I get to lie in a comfortable chair for a half hour and come out with clean teeth.

Accounting...ughh!! What a terrible career choice. For me I mean, it might be a great choice for you. The point is to give it some thought first. Learn from my mistakes. Take some time to figure out what you want to do with the rest of your life. And the more specific you can be, the better.

As a matter of fact, figuring out what you want makes the rest of the job search easier. Now you'll know specifically which opportunities to apply for. That'll save you the time and frustration of going after jobs you really didn't want in the first place.

Most people take a shotgun approach to the job search. They'll send a cover letter and resume to any employer looking for a warm body, no matter what. You'll be able to take a more targeted approach.

That alone will make you stand out from the crowd. Add in your Killer Cover Letter and Killer Resume and you'll blow the competition away. They won't stand a chance.

After you decide what you want, you'll harvest information about available positions that meet your criteria, assemble your secret weapon (or use one I've already assembled for you), you're your Killer Resume, launch your media assault, and start answering the phone.

But we'll get to all that shortly. The first step is to decide what you want.

1. Decide What You Want

This is one of the secrets to success period, not just success in your job search. If you don't know what you want, how can you pursue it?

Here's what a few famous people have said about the ability to make a decision:

"Decisions determine destiny." – George S. Patton

"There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it." – Napoleon Hill

"The indispensable first step to getting the things you want out of life is this: decide what you want." – Ben Stein

"People with goals succeed because they know where they are going...it's as simple as that." – Earl Nightingale

"If you don't know where you're going, you might end up somewhere else." – Yogi Berra

You've gotta love Yogi. Have you read my FREE Special Report "Six Simple Steps to Certain Success"? You can get a FREE copy at www.RenegadeWealth.com.

The first step is to decide what you want to do with your life. Apparently, you've chose to pursue a job or you wouldn't be reading this. So what job do you want?

Be as specific as possible. For example, it's fine if you want a job in finance and accounting, but it's much better if you know you want to be a treasury analyst for a Fortune 500 company in the Midwest; or an auditor for a public accounting firm in Southern California; or the Chief Financial Officer for a major bank in Boston. You get the idea.

The more specific you are about what you want, the better. It allows you to focus on specific opportunities and enables you to better tailor your resume and cover letter for those opportunities. Otherwise, you'll be chasing every job under the sun and wasting a lot of time and effort on jobs you really aren't interested in. A little thought up front allows you to make better use of your time and produces better results in the end.

So make a decision and decide what you want. Ultimately, that's your decision. No one else can make it for you. And once you make that decision, you can use my killer cover letters to get the interviews.

2. Information Harvesting

Ok, now you know what you want, right? The next step is to search for jobs that match your criteria and gather as much information as possible. This may require a little detective work.

Information harvesting is a term used to describe the practice many companies have of gathering as much information as possible about consumers. Companies do this to build a profile of their best customers. It helps them identify how to better serve their customers and more importantly what type of person to contact in an effort to attract new business.

If they can harvest all this information about you, there's no reason you can't return the favor.

There are several ways to find open positions. Here are a few:

1. Word of Mouth

Ask friends, family, and associates if they're aware of any positions available. This is a great source of referrals. Do you know anyone who currently works where you want to work? Get them to introduce you to the decision maker with their recommendation. A referral from someone a hiring manager trusts is more powerful than any message from a stranger.

2. Newspapers

Most newspapers have an "Employment" section in the classified ads. A newspaper is cheap or even free at your local library. Use it. There's gold in those pages.

3. Magazines

Many industries have a national trade publication. If you have a specific industry in mind, do some research and see if that industry has a national trade publication. Many of them have employment ads in the back. For example, the direct mail industry has at least two publications: "*DM News*" and "*Target Marketing*." Both have a section listing positions available.

4. Internet Jobs Sites

There's no shortage of Internet job sites. These are sites that list hundreds of positions available all over the world. You can search by location, job category, company, and many other things. I have an entire video that takes you step-by-step through the searching process. It comes with the Killer Cover Letter "System" Platinum Package.

5. Career Placement Offices

If you're a student, you should already be aware of the career placement office at your school and the valuable services it provides so take advantage of it. If you're not a student, check the yellow pages under "Career Counseling," "Job Placement," or "Recruiters," etc. You'll find firms that specialize in matching job applicants with employers. Many of them advertise in the "Employment" section of the newspaper too.

6. Company Websites

Do you have a specific company in mind? Great! Visit their website and find out as much information as possible. You can find contact information and all kinds of general information about the company. There may even be a company directory from which you may get a contact name you can use. For example, you could send a letter addressed specifically to the VP of Sales & Marketing by name. Your message is much more likely to be opened and read if it's addressed to a specific person, wouldn't you agree?

Some of them even have a special webpage where they post their open jobs. If not, call and ask to speak to someone in the human resources department. Ask about positions available. Remember the person's name and send them a resume or cover letter. If you can find a fax number, you can fax a resume.

Here's the information you want to harvest:

- Company Name
- Contact Name(s)
- Street Address
- City
- State
- Zip
- Phone #(s)
- Fax #(s)
- Email Address(es)
- Website
- Position Available
- Company-specific Information

Most likely, you won't find all this information. Here are some techniques you can use that'll often help you find some (if not all) of the missing information. If you have an email address, it often provides clues. For example, if the contact's email address is joesmith@xyzcorp.com, there's a high probability the contact name is Joe Smith and the company website is www.xyzcorp.com.

The previous example is straightforward. What if the email address was jsmith@xyzcorp.com? What does the J stand for? There may be a company directory on the website that will tell you. Maybe not.

What do you do if the email address is something like usjobs@msn.com? What would you do under that scenario? There are ways to find more information.

BONUS Power Investigation Tip:

This is simple and requires very basic knowledge of the Internet.

You've probably heard of Google, it's the most popular search engine in the world. When I say to "Google It," here's what to do step-by-step:

Note: These directions & examples are current as of March 2005.

1. Go to www.Google.com
2. There's a text box in the upper middle part of the screen under the big, multi-colored word "Google." Underneath the box you'll see two submit buttons. The one on the left is labeled "Google Search" and the one on the right is labeled "I'm Feeling Lucky." Type your search term into the text box and click on the "Google Search" button.
3. Look at the search results. If you see any possible matches click on the blue hyperlink to be redirected to the search result.
4. Examine the site to see if you can find the information you're looking for.
5. If you can't find what you're looking for, go back to the Google search results and try one of the other search results.

This is really simple, but if you'd like, I'll walk you through the process step-by-step on your computer in the CD-ROM video tutorial that comes with the Platinum Package.

Let's go through a few examples:

Note: These are actual examples from the March 6, 2005 edition of the Atlanta-Journal & Constitution "Employment" classified ads under the "Sales" category.

Example #1

The following email address was given in the classified ad: jpickens@tribune.com.

Given only that information, I was able to find the following contact information:

Jennifer Pickens
Tribune Media Services
435 N. Michigan Avenue
Suite 1500
Chicago, IL 60611

Here's how I did it:

Obviously, the company website is www.tribune.com. I went to the site first and looked under the "Career Opportunities" section but couldn't find any information on a J Pickens.

Next I did a Google search (see steps 1 – 5 above) on "jpickens@tribune.com." That means I typed "jpickens@tribune.com" into the textbox at www.Google.com (step 2). Bingo!

There were six results. The first one mentions Jennifer Pickens with the same email address. I clicked on the hyperlink and there was the mailing address right there on the page.

I also noticed the result had a different URL (a fancy term for website address) than www.tribune.com - specifically, www.tms.tribune.com. So that's another source of information.

Example #2

The following information was given in the classified ad:

Company Name: Teletrack, Inc.
Fax Number: 678-229-1050
eMail Address: fbridwell@teletrack.com

From that I was able to find the following:

Fran Bridwell
Teletrack, Inc.
Suite 800
155 Technology Parkway
Norcross, GA 30092

In addition, I found several phone and fax numbers.

So the company's website is www.teletrack.com and the contact name is F Bridwell. But what does the F stand for?

The company website is www.teletrack.com so I looked there first. I found the corporate address and lots of phone numbers, but nothing about an F Bridwell.

Next I did a Google search on "fbridwell@teletrack.com." There were two search results so I clicked on the first one. It was a list of exhibitors at a conference. And there on the second page was a Fran Bridwell from Teletrack, Inc. in Norcross, GA. So there you have it.

Example #3

In this example, all we're given is a fax number: 404-876-7073.

With that fax number, I found the following contact information:

Michael Bull
Bull Realty, Inc.
1801 Piedmont Avenue
Atlanta, GA 30324
Phone: 404-876-1640
Website: www.bullrealty.com

I did a Google search on the fax number "404-876-7073." There were 31 results and from those results I found the contact information. Google is a powerful search tool, isn't it? We're able to find all this information with just a fax number. Amazing!

Example #4

Here's what we're given:

Fax Number: 770-591-9872

eMail Address: lcraig@popslandscaping.com

And here's the contact information:

Lisa Craig
P.O.P.S. Landscaping
1023 Shallowford Road
Marietta, GA 30066

Of course the company address is on their website at www.popslandscaping.com, but nothing about an L Craig. So what does the L stand for?

I did a Google search on the fax number. There are two results, but nothing about an L Craig. There's a match with the name David Gatti at the same address. Maybe it's the owner. If that's the case, who better to send a message to? If it's not, we're out an envelope and a 37 cent stamp. That's a small price to pay when there's a job on the line, wouldn't you agree?

Next I did a Google search on the email address. There's one result. And when I click on the hyperlink, there it is: Lisa Craig. And there's a phone number too: 770-943-8548.

So there you have four real-life scenarios to use as examples. Could it be any easier? Well, actually it could. You can watch me as I go through the searches step-by-step on your computer screen. It's one of the instructional videos on the CD-ROM that comes with the Platinum "Executive" Package.

If all else fails, pick up the phone and call. The phone number should be on the website. Tell the receptionist you're trying to get through to S Jones and ask what the 'S' stands for. They'll probably tell you. All you have to do is ask. You may even get right through to the decision maker. A little extra effort goes a long way.

You may have to get crafty if you encounter any resistance. Call and say you found S Jones' number on your desk. Say you're not sure what it's about, but you'd like to talk to S Jones. And by the way, what does the S stand for? I've done it and it works.

If you're a holy roller – and there's nothing wrong with that; I have tremendous respect for people who act with a high level of integrity – then here's the answer. It's very simple. If you found the person's number in the classified ads. Place the newspaper on your desk. There, look what you found on your desk. Now quit making excuses and make the call.

Why is harvesting this information so important? You'll find out when you read the Special Report "Simple Secrets To Doubling Your Response Rate" that comes with the Deluxe "Middle Management" and the Platinum "Executive" Packages.

If you don't have a computer, that shouldn't stop you. Successful people take personal responsibility. They do whatever it takes to achieve their goals. Unsuccessful people make excuses. Don't justify an unwillingness to do what it takes to succeed by making the excuse that you don't have a computer.

Here are several ideas:

1. Buy a computer

They're cheap. You don't need one with all the latest bells & whistles. Surely there's a discount computer store near you. And if you want a new one, Circuit City, Best Buy, Wal-Mart, and several other retailers run specials every week. Check the inserts in your Sunday paper. You probably have it already for the Employment Section, right?

2. Go to the library.

It's a brick building in most cities and towns. You'll also find them at schools and universities. Most of them have computers with Internet access that you can use for free. (By the way, you'll also find all sorts of other information to aid your job search like newspapers and books. Ask the librarian for assistance. I'll bet he or she can find what you're looking for.)

3. Use a friend's computer.

Surely you have a friend or neighbor who has a computer. Ask them if you could spend 30 to 60 minutes on their computer to assist in your job search. If you have to you can bake them some cookies (or buy them some cookies) or mow their lawn or something else. Do whatever it takes. And thank them for their hospitality.

4. Go to a "Cyber Café"

You may or may not have a "cyber café" near you. These are places that offer use of computers for a few bucks an hour.

Here's the bottom line. You can choose to be a winner or a whiner. Whiners make excuses and blame other people or circumstances for their misfortunes. Winners find a way to overcome any and all obstacles in their path. Choose to be a winner. You'll be glad you did.

3. Assemble Your Secret Weapon

Now let's get to the good stuff. You've made a decision and harvested information, now it's time to assemble your secret weapon which is your attention-grabbing cover letter. It'll be so good, they won't know what hit them. And before you know it, you'll be in their office for an interview.

Now would be a good time to print out my Killer Cover Letter, "The Key," so you can examine it while you read about the strategy behind writing it. It's the one with the headline "Who Else Wants To Discover 'The Key' To Explosive Business Growth?"

First, let me tell you a few things upfront to avoid any confusion. Throughout this report I refer to your “message.” Your “message” is your cover letter and resume. And sometimes I refer to the opening sentence as a headline. That’s what copywriters call the part of the letter at the top in large, bold font. So don’t be confused.

Ready. OK, let’s get started.

Here’s the basic formula:

1. Start With An Attention-Grabbing Opening Sentence
2. Add a short opening that matches the headline
3. Pick Your 3 Biggest Strengths
4. Personalize your message
5. Ask for the Interview
6. Add the P.S.

That’s it. Now all you have to do is deliver the message and wait for the phone to start ringing!

And don’t worry. You don’t have to write anything if you don’t want to. My killer cover letter is general enough to use as is. Of course it’d be better if you could personalize it to your own experiences and job opportunities. But I’ll leave that up to you.

Now I’ll take you through constructing my Killer Cover Letter so you can see how the process works step-by-step. Then you can just use my letter or you can repeat the process to create your own killer cover letter.

An Attention-Grabbing Opening Sentence

The opening sentence is the most important part of your message. After all, it’s the first sentence read and it either grabs the reader’s attention and pulls him or her into your message or it doesn’t. Pretty simple right?

In fact, the opening sentence is so important that I’ve written a separate Special Report titled ***“101 Killer Opening Sentences”*** that comes with all the Killer Cover Letter “System” Packages.

Read that report and write 20 opening sentences or headlines. I’ve given you 101 in the report. All you have to do is adapt some of them or even use them as is. It shouldn’t take long to come up with 20.

You should write at least 20 headlines. Then you can pick the best one. You can use some of the others as subheads (subheadlines within your message) or in the P.S. which is the second most read part of your message. We’ll get to subheadlines and the P.S. later.

For this cover letter, I chose to use a key as a “grabber.” There’s a more thorough discussion of “grabbers” in the Special Report ***“Simple Secrets To Doubling Your Response Rate”*** which comes with the Deluxe “Middle Management” and Platinum “Executive” Packages.

In a nutshell, a “grabber” grabs the reader’s attention. In this case, it’s a real key. The key also creates a lump in the envelope which arouses curiosity and increases the chances the envelope gets opened and read in the first place.

A “grabber” could be anything: a lifesaver, a pair of dice, a coin, or in this case a key. The only limit is your imagination. The key (no pun intended) to using “grabbers” successfully is to tie them into your message. You’ll see how we do that in a minute.

So we’ve decided to use a key as a grabber (keys are cheap at Home Depot). Now we need an opening sentence. Let’s assume I wrote 20 headlines and picked the best one. Here’s my opening sentence: “Who Else Wants To Discover ‘The Key’ to Explosive Business Growth?”

Let’s analyze that opening sentence. First of all it asks a question, which promotes reader involvement. They have to answer the question, right? And that requires active participation (at least mentally). Generally, more involved readers are more responsive readers.

But be careful when using a question as your opener. If the answer is “no,” you’ve lost the reader and they’re not going to read your message, right? So ask a question where the obvious answer is “yes.” Not only does this keep the reader reading. It also starts the “yes” train moving in the right direction. Ultimately, you’ll be asking for an interview. Getting the reader in the “yes” frame of mind increases the chances he or she will say “yes” when you ask for an interview.

I don’t know about you, but I’d have to think twice about going to work for a company who doesn’t want to discover “the key” to explosive business growth. Wouldn’t you? So the obvious answer is “yes.”

Let’s look at some of the words in our opening sentence. “Who Else” implies that other people want to discover the key to explosive sales growth. That’s powerful because it’s human nature to want to be part of the crowd. If everyone else is doing it, the reader won’t want to be the one that misses out.

“Discover” and “explosive” are two more words proven to spark an emotional response in the reader. Discover means to find something valuable and who doesn’t want to do that? It also implies a sense of loss if you don’t continue reading. If you stop reading, you won’t discover the key to explosive sales growth.

Readers have a definite emotional response to the word explosive too. In this case, explosive growth means making a lot of money in a short period of time. And what company doesn’t want to do that? Companies are in business to make money, right?

If you’d like to know more about words that draw powerful emotional responses or human psychological triggers, I can recommend some books. Please visit www.CoverLetterGuru.com/resources.html for more information.

Did you notice the opening sentence is in quotation marks? Psychologically, we give more credence to words in quotation marks. You don’t have to use them, but I recommend you do. And each word is capitalized. It’s not proper English, but it makes the headline easier to read. Look at the headlines in your newspaper. They use capital letters, don’t they?

Finally, the opening sentence or headline should be in big, bold letters. Think of it as the headline to a newspaper or magazine article. Newspaper editors want the headline to force the reader to read the story. And you want your opening sentence to pull your reader in to read your message. That’s the only purpose of the headline.

So it should look like this:

“Who Else Wants To Discover ‘The Key’ To Explosive Business Growth?”

Now that’s an opening sentence. It’s so big it can be ignored. And it asks a provocative question to which the answer is obviously yes. You’ll also attach a real key to the letter with tape or glue. See how the “grabber” ties in with the headline? How can you not continue reading?

The Opening

At this point, you’ve captured the reader’s attention and pulled him or her into your message. Now you’ve got to keep their attention. One of the best ways to do this is to tell a story the reader can relate to and that’s what I’ve done here.

We’ve been conditioned to love stories since birth – especially stories we can relate to. Remember your bedtime story when you were a child. My story is about losing your keys. Who hasn’t lost their car or house keys at least temporarily? It happens to everyone so it’s a story every reader can identify with.

And you almost always find your keys right where you left them. The solution was right there in front of you the whole time. That’s how my story ends. Then, I tie it into my message. This employer has a position to fill and he or she is holding the solution, “the key,” in their hands. All they have to do is pick up the phone and call you.

As the reader reads the short opening, he or she may be wondering what all this has to do with the position they’re trying to fill. Well, I ask the question for them with my transition sentence, “So what’s all this got to do with your vacant position? Plenty!” That let’s them know that this does have something to do with filling their open position and they’ll have to keep reading to find out. Then I tell them “the key” is right in front of their eyes.

Stories are powerful, but just like the “grabber,” you’ve got to tie the story to your message or you’ll confuse the reader and lose your chance for an interview. There’s a popular saying in the sales world, “A confused mind says no.” So don’t confuse the reader. Keep it simple.

You can use my opening or write your own. You can pick your own “grabber,” write an attention-grabbing opening sentence, and follow it with a story. See how easy this is?

Choose Your Three Biggest Strengths

This should be really simple. One of the most commonly asked interview questions is “What are your strengths and weaknesses?” If you don’t already have a good answer to that one, when would now be a good time to come up with one?

Of course you can just use mine if you want to. The strengths I chose to highlight are generic enough, they could apply to anyone. So for our example we'll just go with the three strengths I used in my killer cover letter which are:

1. A Burning Desire to Create Wealth
2. An Abundant Mindset
3. A Refuse-To-Lose Attitude

Now just write one to three paragraphs for each of your strengths. Use specific examples and cite your past accomplishments. Surely, you've accomplished something in your life, right? Just take a deep breath, relax, and go ahead and start writing. The problem you probably have is that you've accomplished such a great deal; it's difficult to decide what to leave out, right?

You should have written a section for each strength so you have three sections, right? Now put a subhead above each strength. This is optional, but powerful. A subhead is very similar to a headline. The only difference is that it's in the body of the message below the headline, hence the term subheadline.

You can use one of the headlines you wrote earlier if it fits. Or you can write a new one. You could also just use the strength itself as a subhead. That's what I chose to do in my Killer Cover Letter. So my subheads are "A Burning Desire To Create Wealth," "An Abundant Mindset," and "A Refuse-To-Lose Attitude." If you're still confused, look at the subhead below: "Personalize Your Message," which starts the next section.

Personalize Your Message

Personalizing your message is powerful and has proven to boost response rates by 20% or more so it's definitely worth the extra effort. This is where you'll use the information you harvested earlier.

First, you should personalize your salutation. If the contact's name is Jim Smith, my salutation is Dear Jim:. You could also use Dear Mr. Smith:. That's a personal choice I'll leave to you. I use the first name when I have it. Of course sometimes you won't have the first name. You may know the contact is J Smith, but you don't know what the J stands for. In that case, I address the message Dear J Smith:. With the information given, that's as personalized as we can get.

Think about it. If you're name was Jim Smith, would you be more likely to read a letter that starts out Dear Sir or Madam: or a letter with the salutation Dear Jim:? You'd be more likely to read the letter written to you personally, wouldn't you? It's human nature. You wouldn't even know if the Dear Sir or Madam: letter was intended for you in the first place, would you?

Another aspect of personalization is to use the company's name specifically in the letter. That gives the appearance that you've written this letter specifically for this position as opposed to a mass mailing to Dear Sir or Madam: that uses a generic phrase like "your company."

The last thing I'll mention about personalization is to say something specific about the company. You got some company specific information during your information harvesting exercise, right? They may have company news on their site or you could just complement them about their website. Surely you found something you can use to give them an indication that you've done a little research on the company.

Finally, if you've made the extra effort and found more information than was given in say a classified ad in a newspaper (remember the four examples I showed you earlier), tell them about it and use it as a selling point.

You could say something like, "It took a little extra effort to find your name and address, but I'll do whatever it takes to get the job done. You are looking for someone who's willing to go the extra mile, aren't you? Well I will and I've just proven it."

Don't assume they know you put in the extra effort, sell yourself. You've got competition for this job and you should do everything you can to make yourself stand out above the crowd.

So as you can see, adding a personal touch to your message is powerful and certainly worth the extra effort. You'll see the benefits when the phone starts ringing.

Ask The Question

Think of all you accomplished so far: You've made a decision, you've harvested information, and you've basically finished your own killer cover letter. Now it's time to close the deal. You've come this far, don't be a wimp.

"I'm available for an interview at your convenience" is wimpy. I'm not available for an interview at anyone's convenience. I'm very busy and in demand. And so are you, right? Even if you're not, you should present yourself as though you are. Don't beg.

Even though you haven't been offered the job yet, the negotiation starts now. You should play the reluctant buyer role. You'll learn more about that in my Special Report "***Power Negotiation Tactics for Job Seekers***" if you have the Platinum "Executive" Package.

The subhead I used for this purpose is "Here's What To Do Next..." You could also use "Here's How To Get An Interview With Me..." or you can construct your own subhead.

Isn't that more assertive than "If you want to talk to me, here's my number. Please call me whenever you get around to it." You should assume they want to talk to you. Why wouldn't they? You've sent them a great attention-grabbing cover letter, illustrated your strengths, and told them what to do next.

Do you think employers are looking for assertive people or wimps? They're looking for assertive employees, aren't they? Someone with confidence. So show a little self-confidence and ask for the interview. The keyword here is ask, not demand. Demonstrate confidence, not arrogance.

Also provide as many ways as possible for the hiring manager to contact you – phone, fax (if you have a fax #), email, cell phone, pager, etc. Different people prefer different methods of communication. Some people love email. Others don't know how to turn on a computer. Some people love talking on the phone. Some would rather send an email. And since you don't know the preferred communication method of the person reading your letter, you should make it as easy as possible for them to contact you.

And Another Thing

There's only one thing left to do, but it's important. Studies have shown the P.S. to be the second most read part of the letter after the headline.

It's a fact that not everyone's going to read your letter. That's true of any cover letter, isn't it? Some will open it, read the headline, scan it, and go straight to the end. And that's where your P.S. is waiting for them.

The P.S. is another chance to pull them back into your message. It should be written like a headline. Take one of the 20 headlines you wrote earlier and use it as the P.S.

Another strategy is to create a sense of urgency. Basically to light a fire under their butt to get them to take action, pick up the phone and call you.

I've actually used two P.S.'s in my cover letter. The first mentions "the key" again. It says that I may be "the key" but you'll never know unless you pick up the phone and call. It plays on the human emotion to not want to miss out on something good.

The second P.S. also appeals to the "fear of loss." It implies that I'm in demand and if you wait you might miss out because I might be working for someone else. And that's the truth, isn't it. You really could be working for someone else by the time they call.

So there you have it, the anatomy of a Killer Cover Letter. It's not that difficult, is it? With a little practice, you'll have your own cover letter ready to go in no time. And the best part is that once you've made the little effort required to write your own Killer Cover Letter, you can use it as often as you like for as long as you want.

And if you have the Platinum "Executive" Package, you have a Critique Certificate good for a full year. I'll critique your cover letter and offer suggestions for improvement.

Long vs Boring

Now that we've finished creating our Killer Cover Letter, let me address it's length. You'll notice this cover letter is longer than one page. You've probably heard a cover letter shouldn't be longer than one page, right? Wrong!

There's no such thing as too long...only too boring. Longer sales letters have been proven time after time to outperform shorter sales letters. However, your cover letter isn't a full blown sales letter. Ultimately, you make the sale in person at the interview. The sole purpose of the cover letter is to sell you enough to be brought in for an interview. So it's really a "mini" sales letter.

Also, the opening sentence and the P.S. are going to take up nearly a quarter of the page. That doesn't leave much space to sell yourself so you're likely to need a second page for that reason alone. But if you choose to neuter my proven Killer Cover Letter and reduce it to one page, I can't stop you. Now let's work on your Killer Resume.

4. The Killer Resume

Let's move on to your Killer Resume. Please have a copy of my Killer Resume ready to examine. You'll notice I have an attention-grabbing headline at the top. The purpose is the same as in the cover letter – to grab the reader's attention, pull them in and make them read the rest of it.

All resumes provide the same basic information: education, experience, objective/goal, and contact information. But what makes this a Killer Resume is the headline.

My name and contact information are not displayed at the top of the resume because at this point I haven't given them a reason to contact me (unless they've read my cover letter already). But I don't know which they'll look at first so I put a headline on both of them.

Until I've given them a good reason to pick up the phone and call me, who cares what my name and phone number are? My phone number and other contact information is still easy to find when they do decide to contact me.

The photo is optional. I put one on my resume because it turns a piece of paper into a living, breathing person in a sense. Now the hiring manager has a mental picture of me in his or her head and I'm not just some data on a piece of paper.

It also puts a face on the personality in the cover letter. If you're not photogenic, don't have a picture, or just plain don't want to use your photo, then don't.

The next step is to get the message out.

5. Media Assault

Now that we've written our Killer Cover Letter and our Killer Resume, the fireworks begin. It's time to launch our "Secret Weapon" through a media assault.

When you harvested information earlier, you gathered as much contact information as possible. You should have a mailing address, an email address, a fax number, and a phone number.

Let's talk about the phone number first. The only time I use the phone number is in a situation I described earlier where I'm trying to ascertain the contact's name so I can personalize my message.

Otherwise I don't call and here's why. I'm going to use other media (email, snail mail, and fax) to deliver my message. I look at this as lead generation. There are only a certain number of positions available that meet the criteria I've set for my job search.

I'm going to deliver my message to the appropriate contact person through as many media as possible. That means I might deliver my message three times: by fax, email, and snail mail. Then I'm only going to deal with those that raise their hand and express an interest in me.

It's much easier to sell yourself to someone who picks up the phone and expresses an interest in speaking to you about a position than it is to basically "cold call" a hiring manager and try to sell yourself over the phone. That's really nothing more than glorified telemarketing. And as far as

I'm concerned, it's not a good use of my time. If you think differently, there's nothing wrong with that.

So we're left with three media through which we can contact potential employers: fax, email, and snail mail. You should use them all if possible. There are pros and cons to using each.

Fax and email are delivered immediately so your message will arrive sooner than those sent through the regular mail. That alone is a very good reason to use fax and email. But it's hard to use "grabbers" over the fax or in an email.

The other thing is that by using all three media, you increase the chances that at least one of your messages will get through. Emails are often blocked by spam filters even if they shouldn't be. Faxes are mistakenly thrown out or misplaced in a busy office. And the post office loses mail every day.

There are several benefits to using all three media if all your messages get through. First, the repeated messages promote familiarity. And we like to do business with people we're familiar with, right?

Secondly, the repeated messages demonstrate tenacity which is a quality generally viewed in a positive light by employers. And three messages through three different media is hardly overbearing. There's a good chance one or two of the three messages won't reach the intended recipient anyway.

Thirdly, your messages may arrive at different times and that increases the chances you'll get a response. Your fax may arrive the day you send it, maybe the recipient doesn't check their email until two days later, and then a week later, here comes a message through the mail. Repetition is good.

Sometimes things get lost in a busy office. Maybe the hiring manager intended to call you, but lost your contact information. And then here comes another message and you get a phone call.

How many times have you intended to do something and forgot, then remembered when something jogged your memory? It's happened at least once, hasn't it? Hiring managers are people to and sometimes they forget. Maybe by the time your third message arrives in the mail, the hiring manager recognized your message, remembers he or she meant to call you and picks up the phone to schedule an interview.

Another thing is that people have good and bad days. Maybe the first or second message arrived when they were having a bad day. Then the third message arrives, they're in a good mood, they remember you, and you get a phone call.

So you see, there are several very good reasons to use all the media you have available to you. So get message out and let the phone ring. Let it ring, let it ring, let it ring.

6. Answer The Phone, Go On The Interview, and Choose a Job

Now that you've got the interviews lined up, the rest is up to you. Just be prepared and relaxed.

I can recommend a great book that will help you sell yourself in the interview. It's written by Joe Girard. Joe is in the Guinness Book of World Records as "The World's Greatest Salesman."

Joe sold 13,001 cars from a Chevrolet dealership in Michigan including 1,425 in 1973. He's retired from selling cars and has become a best-selling author and sought-after speaker.

The book is appropriately titled ***"How To Sell Yourself."*** Joe says he sold himself first, before he sold the car. And he tells you exactly how he did it in this 300+ page book.

It's even got chapters devoted especially to young people ("Selling Yourself As A Young Person") and mature (older) people ("Selling Yourself in Maturity"). You can get more information on my resources page at www.CoverLetterGuru.com/resources.html.

And when you're deciding among the several job offers you're likely to have, be sure to read my Special Report ***"Power Negotiation Tactics For Job Seekers"*** that comes with the Platinum "Executive" Package.

That should be enough to get you started. The most important thing for you to do now is to get started. Do something! Anything! All of this knowledge does absolutely nothing for you until you take action to apply what you've learned. Lee Iacocca, the executive who saved Chrysler from the brink of bankruptcy, said it best:

"Apply yourself. Get all the education you can, but then, by God, DO SOMETHING! Don't just stand there, make it happen." – Lee Iacocca

There's a world of opportunity waiting for you. It's your responsibility to yourself to make the most of the opportunities available to you. Make a resolution to succeed and then make it happen.

"Always bear in mind that the most important thing is your own resolution to succeed."
- Abraham Lincoln

I can't wait to hear your success story. Please send it to me. Here's my contact information:

Robert Phillips
9925 Haynes Bridge Road
Suite 200-114
Alpharetta, GA 30022

Fax: 678-366-3198; Email: robert@CoverLetterGuru.com

If you'd like to provide a testimonial I can use to promote the "System," please visit:
www.CoverLetterGuru.com/testimonials.html

To Your Extreme Success,

Robert Phillips

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