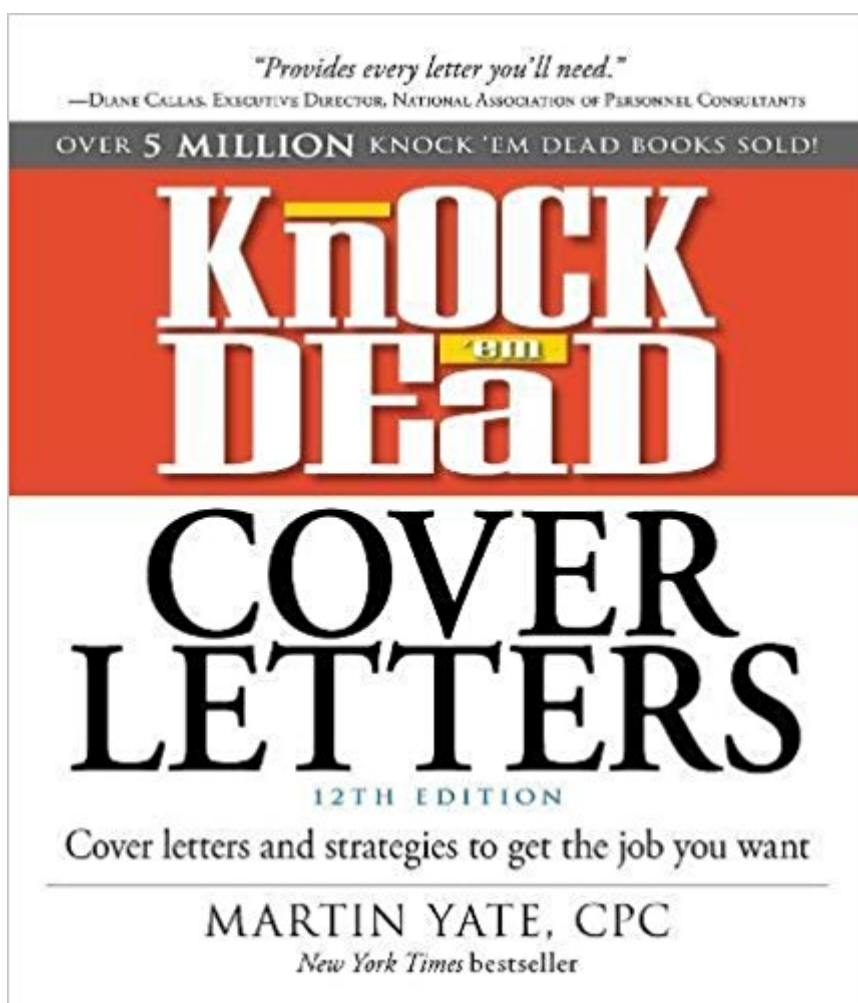


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# Knock 'em Dead Cover Letters: Cover Letters And Strategies To Get The Job You Want



## Synopsis

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!

## Book Information

Series: Knock 'em Dead

Paperback: 320 pages

Publisher: Adams Media; 12 edition (November 4, 2016)

Language: English

ISBN-10: 1440596182

ISBN-13: 978-1440596186

Product Dimensions: 8 x 0.6 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #111,579 in Books (See Top 100 in Books) #37 in [Books > Business & Money > Job Hunting & Careers > Resumes](#) #188 in [Books > Business & Money > Job Hunting & Careers > Job Hunting](#) #15323 in [Books > Reference](#)

## Customer Reviews

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.

This whole Knock Em Dead series is a must. You will not be truly prepared for your job search without it.

Great advise book. Landed the ob

I have purchased these books for many years (since 2000). The information in these pages are truly invaluable. Mr. Yate does an outstanding job of staying current year to year as the interview process changes constantly. Hands down one of the best books to keep on hand if you plan on getting your first job, or a new one, or changing careers.V Schwartz - PA

Dear Martin Yate: after wholly reading your Knock them Dead Cover Letters, I rewrote my letter. Your book really helped me bring home my job hunting package, including my resume. Your book is full of resources and has been my guide since.J.D., Santa Cruz, CA

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