

HOW TO
WRITE A WINNING
SPORTS
JOB
COVER LETTER

Sports Networker



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John Mellor
President and CEO - WorkInSports.com



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SEA members are part of a new generation. They value the power of networking with everyone, and adapt to new ideas instead of sticking with the “old ways” of thinking. They also recognize the importance of staying ahead in new technologies and strategies to help them excel in their career.



Lewis & ESPN Founder
Bill Rasmussen

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Lewis Howes, CEO
Sports Executives Association

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Message From The CEO

Passion. That's the number one thing I hear from people when they explain why they work in sports.

We love sports for many reasons. From a young age it's fun to play in games as a child. Maybe we never lose that child-like attitude and that's why we continue to stay passionate about sports long after our little league days. Sports give people hope, something to brag about, a place to escape, something to be proud of, along with many other things, it's simply good clean fun.

I grew up loving sports, and it shaped me into the person I am today. Without sports, my life would be completely different. I wouldn't have traveled the world by age 21, I probably wouldn't have broken as many bones or been as large as I am. My confidence level would be lower, I wouldn't be as competitive or hungry to succeed in the business world. Sports gave me so many both exiting and heart breaking experiences from the countless games I have played.

After my professional athletic career ended, I knew I wanted to stay in the world of sports. It's the one thing I'm most passionate about and I didn't want to lose my competitive spirit. This is one of the reasons I created [Sports Networker](#) and [Sports Executives Association](#). I wanted to help others stay connected in the world of sports so they didn't lose touch of what they are most passionate about.

As is the case with most endeavors, there is rarely one magic bullet, one piece of advice or one thing to share in terms of what would help others break into the sports industry. For the most part it is a series of events that must take place and an action plan that must be put in place (and implemented) that will help secure the job of anyone's dreams.

There is so much that goes into an effective search for any dream job that it is very tough to narrow it down to one suggestion.

Here is what I would suggest:

- ✓ Combine your passion with a specific technical aptitude to find your niche.
- ✓ Make sure you position yourself and your message to the specific market you are going after.
- ✓ Surround yourself with people you can learn from and be available to return the favor in the years ahead.

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- ✓ Continually build an industry-specific network and leverage your network effectively to eventually have your own "advisory board" that you can rely on and utilize for years to come.

Although I don't play as many games as when I was growing up, I still love to talk about sports and business (another love of mine). I hope the How To Write A Winning Sports Job Cover Letter ebook helps you understand how to stand out amongst your competition and land your dream job in the sports industry!



Lewis Howes

CEO - SportsNetworker.com & Sports Executives Association

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If you've opened this ebook about acing your dream job in sports interview, then you obviously have the ambition and drive to want to do what you love for a living. We love ambition; so much in fact that we have a few other great ebooks to offer you that will further your pursuit of that dream job in sports!

How To Write A Winning Sports Job Resume

A resume is obviously one of the most important things someone needs in finding any job, let alone one in a field that is competitive as sports. If you can't seem to even get a call from possible employers it is very likely the problem lies within your resume.

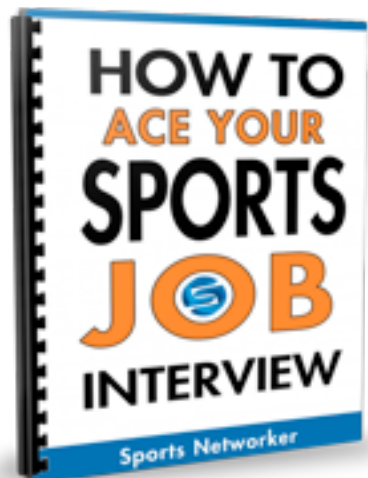
This ebook will go through the ins and outs of a resume and how to make each section of your educational and work history stand out. How To Write A Winning Sports Job Resume will also provide you with examples of resumes that are proven to shine; all you need to do is personalize it and you will instantly have a leg up on the competition in an extremely competitive world.



How To Ace Your Sports Job Interview

After you've sent in your resume and cover letter to a potential employer, sooner or later you'll face the daunting task of interviewing for a job. It is common knowledge, though, that generally the smallest details cause people to fail during a job interview. The fact that you can score an interview at all shows that you already have the right stuff for the job.

However, scoring the interview is merely the first step in the long journey to get you the job in sports of your dreams. After reading the How To Ace Your Job Interview ebook, you will have all of the knowledge required to get your body through that door that you are most trying to step into.



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How To Write A Winning Sports Job Cover Letter

Introduction

So there it is, your entire life up to this point summed up onto one little A4 sized page. That's the only shot you have; fail to knock their socks off, and they'll just move on to the next cover letter in the pile.

It's true how little regard recruiters and employers give the stacks of resumes they receive on a daily basis. It gets to the point where every piece of paper begins to look like the rest. But not yours; you're going to stand out from the bunch and get them to take notice enough so that it will leave them wanting to know more.

Most people simply don't know how to go about this whole process and are frustrated when they are met with rejection letter after rejection letter. They don't realize that the difference between getting the job and losing out to the next person could be as simple as making a minor change. We're going to learn about some of the things that employers look for that will make your cover letter jump out and grab them by the eyeballs.

So what exactly is a cover letter and why do I need one?

Well, just like the Joker has his calling card, you need one of your own too. Something that sets you apart and distinguishes you from the crowd, only your ace in the hole is your cover letter.

A word in short – just how important is that little piece of A4 sized paper we call a cover letter?

Let me put it into perspective for you. It's the single most important piece of real estate squeezed onto an A4 sized piece of paper. It literally has the ability to make or break whether or not you get your dream job in sports. That's why it pays to put some serious time into perfecting it, much like a winning sales letter or a killer advertising campaign.

Your cover letter is a summary of your resume designed to grab the reader's attention, highlighting all of the key aspects that make you the ideal candidate and the right

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person for the job. So, you could call it the distillation of your resume into a condensed version that represents you.

It's amazing this entire book is dedicated to the cover letter alone because of its importance in the chain of events that eventually lead you to the job. The cover letter is the single most influential piece of paper when determining how far in the job process you get because let's face it — if you produce an awful cover letter there's not much chance of you getting your resume read or getting the call for the interview. The cover letter, in essence, is where it all begins.

We're going to highlight all of the best techniques to go about crafting your cover letter in order to maximize your success.

When it comes to your cover letter, the mindset you need to have is to treat the entire process as a sales advertisement where the product on sale is "you." Every piece of information you submit is designed to pique their interest and to get them to want to know more.



In fact to be really specific, your cover letter is more like a 30 second movie trailer. The trailer is the thing that determines whether people will want to commit to the entire movie or not. Your cover letter gives you the opportunity to pre-sell yourself.

Because you have in reality such a short time frame to make an impression, get used to working within time constraints.

When it comes to crafting your cover letter, what facts should you include at the beginning that will make the most impact? If you had only 30 seconds and only one shot, what would you say? What would you want people to know about you? When you give yourself time limits you place your creativity in a pressure cooker forcing you to get the very best from yourself.

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It was believed that applicants had on average around 30 seconds to ‘wow’ their prospective employers or hiring managers. However, with competition and job shortages the time limit is even more brutal and in fact, it sits at around the eight second mark. If you can work within those constraints and become accustomed with it, the better off you’ll be and the greater edge you’ll have over your competitors.

Chapter 1

You Only Have 8 Seconds



Psychologists have found that it only takes an average of 8 seconds for your prospective employer to know or not whether they’re going to read your resume. This is true and is based upon basic fundamental psychology because on average, we each require only 8 seconds to make a subconscious decision about something.

Here is the example at play in the real world. When we meet people for the first time our perceptions of them are already formed in the first 8 seconds of meeting them.

When we’re walking down the street, our 8-second decision-making process is constantly at play as we judge potential threats from those around us, also known as “gut instinct” or “intuition.”

This is a part of the evolutionary process which is part of the limbic system in the brain that developed over the centuries, a survival mechanism to protect us from danger, also known as “fight or flight” and the ability to make split second decisions which was most often the difference between life and death.

We still have these traits, although not as heightened as it was for survival, yet we still use them on a daily basis when assessing our “risk” to “reward” ratio when it comes to making decisions. You will find that your potential employer is no different.

Not to bore you, just to explain why things are the way they are and if you can get your head around that you can actually start to play with these rules. You can outsmart your competition by being armed with this proprietary information and ‘wow’ your employer much earlier on in their decision making process.

Everyone seems to have less time on his or her hands these days and prospective employers are no exception. Knowing this fact should retrain the way you think and construct your cover letter. This means not leaving the most important parts of your skill

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set and relevant experience to the second paragraph; it means packing a punch straight out of the gate.

So think about some of your positive points, if someone only gave you 8 seconds to hear you out, what would you want them to know? Having this knowledge gives you a distinct advantage because it completely changes the way you construct your cover letter by placing all of your attention-grabbing information in your first paragraph, which is the most crucial one.

Don't take rejection personally; it's all part of the process. People have misconceptions about employers; yes it is their job to weed out the winners from the losers, and it's their job so that they can get the cream of the crop. However, they WANT to find you. They want to give you the chance to 'wow' them and to make an impression; it's not their life's mission to reject you at every chance, although it may often feel like it. They want you to be the one they're looking for, the one who is the best fit for the company and who will add value to it and whose vision, beliefs, and ideals ties in with their own.

So show them that. Be what they're looking for. Do a little research and homework about the company to find out exactly how you can fit in with their vision and add value and profits to their bottom line.

So remember that rejection isn't personal. They really want you to be the candidate they're looking for to make the frustration and time worth it; they're just waiting for someone amongst the hundreds of cover letters they're wading through to be the one that excites them and ignites their curiosity.

Here's a little exercise you can do right now to kick start the process. You're going to give them the one-two punch in the first paragraph. You're going to treat it like it's the only paragraph they're going to read and if this were the case, what would you write knowing full well that you only had 8 seconds?

When you read your first paragraph try to be objective: would you want to know more about you? Try to put yourself in



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your potential boss's shoes: what kinds of skills, experience, qualities are they looking for?

Give it to someone else so they can be a voice of reason and give an impartial opinion. Write 5 different cover letters and give them to family and friends to see which ones jumped out the most to them and then refine them further.

Don't worry if you're struggling with it. This is just an exercise to get the creative juices flowing. I mentioned earlier that it's always somewhat challenging when it comes to pinpointing your own strengths when we spend so little time thinking of them but that's okay because we'll address some great tips to help you identify your strengths in the coming chapters.

So to recap — the first paragraph of your cover letter is the most vital.

Chapter 2

12 Rules for Writing Winning Cover Letters

Not only are cover letters and resumes important to have but also they have become an industry standard and anything less just won't be considered.

We're going to cover 10 of the best tips when writing your cover letter; these will provide valuable guidelines to get the very best out of yours.

Rule 1 - Passion And Enthusiasm



That fire in your belly so to speak. Reach down deep, dig out that primal instinct, and go after that job.

Go after what you want and act like you really want it. You get that excitement when rooting for your favorite teams, now start using that excitement in finding a job with your favorite team. This fire will jump off your letter and touch those reading it. There's nothing wrong with digging deep, going after that job like you really mean it, acting like it's the last job on earth, and it's already

yours.

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That energy and enthusiasm will jump off the page and reveal the type of person you are and that you're keen. The right attitude and mindset can open lots of doors and put you above the others just applying for the sake of it.

Give the same energy to each of your cover letters for each job application and you will make the person reading it see something special in you. You will keep this momentum for each cover letter you write too. Every cover letter you write should be purposely crafted and tailored for each position you apply for.

Share your energy and enthusiasm but never be desperate; come from a position of confidence and you will have mass appeal amongst recruiters and prospective employers.

Rule 2 - Know Who You're Writing To

Most people just threw up their hands with how obvious this statement was but think about how many people get this wrong.

I know it sounds like a no-brainer, doesn't it? In fact, most people trip up on this minor oversight. It goes far beyond just getting the name of the company, the recruitment officer, or the human resources manager right. Certainly addressing the correct person ensures that your cover letter at least gets read by the right person but this goes way beyond just finding out the usual, surface details.



Go a step further and to stand out you need to do what 90% of others aren't prepared to do. While other applicants are throwing their cover letters against every wall hoping that something will stick, YOU won't be making that mistake.

To get noticed above the others who are not willing to go that extra mile like you will, you're going to do some extra research of your own which goes way beyond just finding the correct person and department.

Always put yourself in the position of your boss to be. They receive so many letters on a daily basis and they know without a doubt who took the time to make the effort and who just wrote them for the sake of putting an extra feeler out there. Taking the time to know who you're writing to will pay off.

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So how can you find out about them?

If you're coming in from the cold, do a little investigative research by surfing the Internet. Technology continues to make the world a smaller place and you'll be able to find that almost any company is listed online.

This is a valuable tool you have at your fingertips, so use it. Find out about your prospective employer, about their company, it's background history, how it came to be, if there are any interesting points that stand out to you and something you could use in your cover letter or to win you cool points in your interview?

What can you learn about their core values? What are their business beliefs and how does this tie in with your own? What you can offer them? What can you ultimately bring to the table that would make you a good fit for them?

When composing your cover letter always personalize each one specifically for the position you are applying for because they will all differ. No matter how little, it's still best to customize your cover letter to suit each specific job application. No one cover letter is a one size fits all. That extra attention to detail will always pay off.

Your cover letter qualifies you for the first step to meet the company's minimum requirements for the job and paves the way for the interview. You successfully jump this hurdle, and it will inch you closer to the dream job finish line.

So, do your homework, and the extra work will give you the extra edge.

Rule 3 - To the Point

When writing your cover letter, organize your information so that it's easy to read. Your recruiter, human resources manager, and future boss likes simplicity, structure, and order.

It helps to structure information in your cover letter with bulleted points. This makes it readable, draws attention to relevant points, and gives it a natural flow on effect.

Presenting your information in bite-sized chunks also makes it easier to process. You wouldn't try to force feed an entire meal in one mouthful would you? The same applies to how you organize your information.

Smaller pieces of information are easier to digest and absorb and will stand out to your prospective employer. It also makes a statement about you, and it shows that you are

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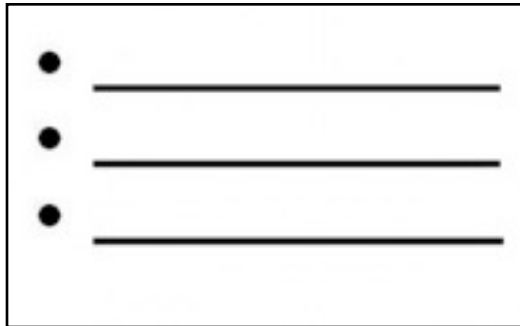


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concise, to the point, structured, and well organized. A well-presented and organized cover letter speaks volumes of the person creating it.



Here's how to pack a punch of bite sized information tidbits:

Try using shorter sentences - around 15 to 16 words in length. Having sentences 30 words or more in length is the equivalent of someone rambling on about him or herself and not getting the point. This gives the impression the applicant is more interested in talking about themselves.

Not to mention, it's hard on the eyes which is a turn off when your future employer has poured over several applications during a day.

Having too many long paragraphs strains the eyes and leaves them to wonder what they're meant to really focus on.

The use of bulleted points with plenty of white space gives good eye relief. This is a well-known tactic that sales copywriters use. They leave plenty of white space on either side of the text so that the reader can easily focus on what the writer wants them to, which is to get their sales pitch across.

This works equally well whether you're trying to sell a product or trying to get an interview; it's all the same. This technique works in every area because we are all human beings, and we all respond to the same psychological triggers no matter what the situation.

You also have to remember that your cover letter is one of many in the competitive field. Employers and recruiters are busy people and they don't have a lot of time. You can guarantee that by the middle of the day, your cover letter could be the 50th on the pile, which is why you want to get the most bang for your buck by writing short and simple sentences. Chances are that your cover letter will find its way into the hands of a recruiter or a screener who may not be all that familiar with your field. To ensure that you make it past the first hurdle, keep it simple enough so that those screening your cover letter will know how best to forward you on to the proper channels.

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Rule 4 - Don't Lie

Your mother was right about not telling tales, and for a very good reason — it will always come back to bite you.

Always tell the truth on your cover letter, your resume, and your interview.

Don't think you can bend or twist the truth and not have consequences as a result of it. They will always find out, it's their job to do so, and if you get caught lying it can be a very embarrassing thing. Not to mention if you landed your job through lying it can be grounds for immediate dismissal if you get caught. It's not worth it and there's no such thing as grey, but only black and white. Don't risk it.



Rule 5 - Keeping It Simple

Keep your language simple and to the point. Write naturally like you would to a regular person. Avoid using stuffy and unnatural language that you wouldn't normally use in your everyday life. You don't want to be a different person on paper than you are in real life.

You want your personality to shine through enough for the interviewer or manager in charge to want to meet you. Just make sure the language you use reflects the real you. After all, that's the person they will be drawn to. That's not to say that you shouldn't be unprofessional. Writing with personality doesn't give you an excuse to write sloppy language with spelling and grammar errors.

Remember you want to make an impression and even the most enticing cover letters laced with typos can be a huge turn off. Start by writing like you would directly to the person interviewing you. Visualize them sitting across from you and tell them what you want them to know about you. Then, write those points down.

Write as many as you can, and spare nothing. You can always alter and change it later but for now, this gets the creative juices flowing. Not only is this good practice to think on your feet, but it also helps prepare you for the interview process.

Take all of the points you've just written down, and then flesh out each one. Pick the best 5 to 10 points to use in your cover letter.

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Rule 6 - Short 'n' Sweet

The length of your cover letter should be under a page, 3 to 4 paragraphs at the most. Anything over that, unless requested, should be avoided. Short, sweet, and to the point is the order of the day. Long cover letters can make you look longwinded and ultimately get tossed into the bin. Make it a goal to get your point across quickly.

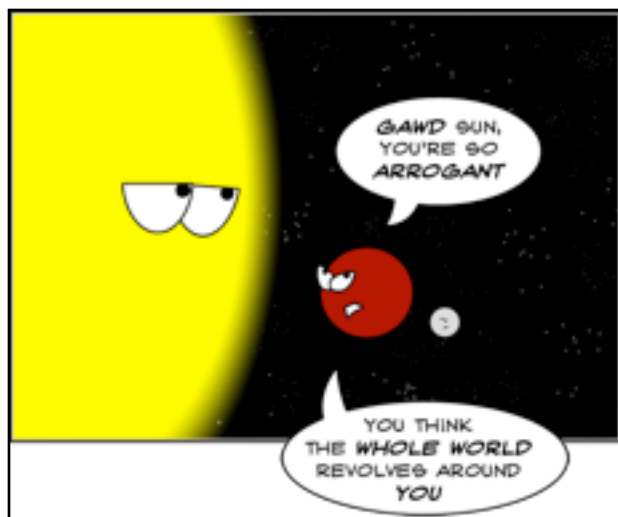
Here is an example of how to lay out your cover letter:

Paragraph 1 – Strong opener, get attention, hook interest

Paragraph 2 – Back up with credentials, skills, qualifications, experience

Paragraph 3 – Conclusion, call to action

Rule 7 - Tone



Believe it or not but the way you write can influence the impression of you. Each of us has a signature tone in all of our letters. The way you write should be consistent.

Some believe that writing in the third person removes the “I” factor from the equation, for example “We generated over 1 million dollars in extra company revenue in 2008”. This way you can humbly boast about your achievements without appearing conceited then compared with “I generated over 1 million dollars in extra company revenue in 2008”.

The second approach is more personal. However, if you have a handful of bullet points, that can get a little repetitive and make you look self centered. Mix it up, find the right balance for you, and remember it’s about what you can bring to the table.

Put yourself under the microscope and highlight your best qualities so that it becomes a focal point and convinces them that you’re the person they have to meet.

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Rule 8 - Trial By Typo

No typos or grammatical errors; remember the spell check isn't perfect and as the saying goes, 'your computer will do what you tell it to do and not what you want it to'. Your employer will use this to profile you; it's all they have to go by before they even meet you.

If your cover letter is full of mistakes, then they will probably deem your work ethic to be along similar lines which means you risk getting through to the next phase and securing yourself the interview. Harsh but true, but this is what's really going behind the scenes once your cover letter is received. Since you now know this, you can do something about it to ensure you don't fall into the same trap.

Rule 9 - Attention To Detail

Most people just send out a standard, carbon copy one size fits all cover letter when applying for positions and the person on the receiving end will know this. They will know it's a standard letter because it's too generic, it doesn't talk about the job specifics or how your skills relate to them. In short, it gives them nothing to go by, with yours quickly ending up in the trash bin.



Think what you would like to receive; you would give greater care and consideration knowing that something was tailor made with you in mind and the details prove this.

When creating your cover letter, outline the job skills they are requesting and how you fit into this. Like a conversation, address some of the points in the application so that they know you really read it. This will not only stand out to your prospective employer but it will set you apart from the rest of the pack.

Treat each cover letter like it's the one that's going to get the job. Always pay particular care and attention not to get food or drink stains on your cover letter, as this speaks volumes about you. Your potential employer may see your sloppy cover letter with smudge or inkblot and get the impression that your work habits are the same and may have doubts about meeting you.

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This is the only impression they have to go by so don't take yourself out of the running on a technicality. Pay attention to those little details that paint a picture of you because you only have one chance to make a first impression.

Rule 10 - Change Your Strategy



Just like ad campaigns, great cover letters are made and not born. It takes a little time and testing to know if it's a hit or miss. If you're not getting the response you were hoping for, then change elements of your cover letter and then measure your result. In short, if it's not working, change it.

Just writing and sending out applications to prospective employers without questioning why a callback or interview isn't forthcoming isn't good

enough.

By not sparing a thought of what you're doing or not doing each time a cover letter goes out could be costing you the job.

If it's not working, change it. Any good advertising campaign will be honed and fine-tuned until it can't get any better. You need to do the same.

If you're not hearing back, you need to change your strategy. If you're not getting the interview then why? Include or exclude from your cover letter what you need to, make some changes and then look at the results. If you get more callbacks and interviews then you've just created your own perfect campaign cover letter that you can continually use to help get your foot in the door.

If no matter what you do doesn't result in a callback or at the very least a declined application letter, then call the company and speak to the person in charge to find out why. This will not only earn you some respect but your initiative will leave a lasting impression of you and possibly even alter their initial opinion of you.

As they say, if you keep doing what you're doing you'll keep getting what you're getting. You need to change your strategy, like a finely tuned advertising campaign. There is no such thing as luck in this game. YOU create your own luck through the tactics you use to get noticed.

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Think of your letter as a work in progress; it's not your baby and you should be able to change it as often as you need to so don't get attached to it. Test your letters and see which one gets the most response then use that letter and refine it until you get the best letter you possibly can.

Rule 11 - It's Not All About You

You know whom I'm talking about, those annoying people that you meet that talk about nothing other than themselves. When you write your cover letter, be sure to not just focus on yourself but rather how your skills and experience can be of value to the company potentially hiring you. Address your employers needs rather than focusing solely on what you want to get out of the situation. What's in it for them? Can you increase performance, productivity, and profits?

Rule 12 - Follow Up

Always follow up by phone, email, or by snail mail if your resume and cover letter was received. After an interview, thank you letters provide additional information they may find valuable in the decision to hire you. This is the stuff that most others won't do. Your competition prefers to do the bare minimum to hopefully get by, but not you. You want that job and you're going to get it! So as with anything in life if you want success, you have to do what 99% of the crowd aren't prepared to do; that's to invest the time, effort, and energy into your purpose. By creating new, positive habits, the success will come in anything you do.

Chapter 3

The Science Behind Building The Ultimate Cover Letter

Even the bionic man was made of superhuman, robotic parts. He was smashed to pieces but then was rebuilt one piece at a time to become bigger, better, faster.

You have to treat your cover letter in the same way. Forget everything you knew about cover letter writing. We're going to take your old rehashed, good-for-nothing cover letter, smash it to pieces, and rebuild it from the ground up making it bigger, better, and ahem...faster, you get the idea.

So how do you rebuild from the grass roots up? You need to start from the beginning.

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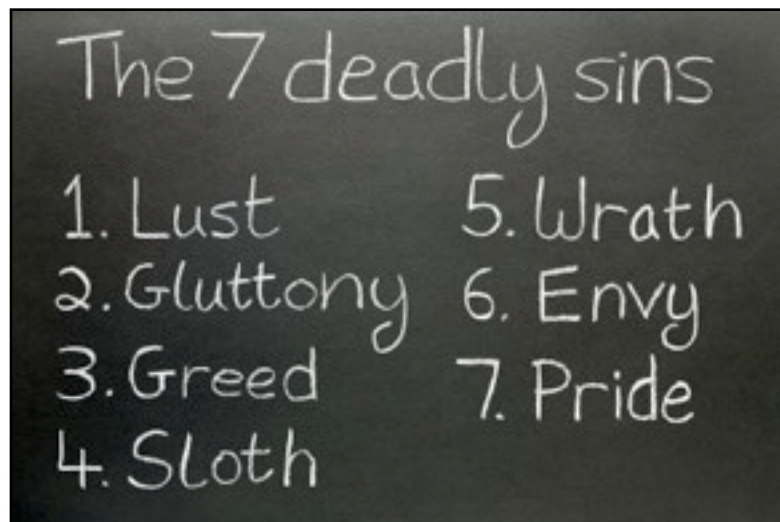
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Before you even write a single character you need to know the subtleties of the human psyche. Advertisers for long have exploited this fact; they know your weak points and your psychological triggers and they take advantage of them.

How else do you think they were able to convince generations of people to believe that smoking didn't just invigorate you but that it also improved your attractiveness, virility and confidence? We all know the associated dangers and health risks that come with smoking these days, but it's incredible what nations of people were conned into believing.



This is great selling and, whether you know it or not, the human brain hasn't really evolved much over the past few centuries.

To hit home on this point, we still respond to these same emotional triggers today which if you like, fall into the 7 deadly sins mentality.

We can all have our lust and greed pandered to and just look at all the instant quick fix

products strewn all over the market these days that promise beauty in a jar and instant weight loss while sitting on your couch watching television. If that doesn't appeal to the sloth in us then I don't know what does.

Your employer is no different; we are going to appeal to their emotional triggers too by using what has worked in the advertising arena for years.

Every piece of advertising material must cater to 4 basic rules in order to truly be successful and your cover letter is no different — don't forget that.

Your cover letter needs to have these 4 main ingredients to enjoy the same kind of success a lucrative marketing campaign does, only the end result is the job you want.

These 4 main ingredients are known as:

- ✓ Attention
- ✓ Interest

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- ✓ Desire
- ✓ Action

Attention

You need to grab your employer's attention immediately. There is little room for error when it comes to this and must be done purposefully with the intention of taking the job process further.

So how do you do this?

1. Stationary Choice

Before you even get your cover letter opened, particularly in cases where you are sending a snail mail version, the choice of stationery says a lot of about you before reading a single word. You can grab instant attention by purchasing good quality paper and envelopes that match. This makes a good impression, shows your serious about the job and have given much thought and consideration into every aspect of your application, even right down to the finer points of your stationery choice. It also sets the standard of what your employer expects. If you look the part professionally, you have more credibility. The expectation is that your cover letter and resume will be of similar professional quality, making it worth their while to open your application.



2. Clean 'n' Tidy

This not only demonstrates that you have approached the matter in a professional way but it also reflects the kind of person that you are. Remember they have nothing to judge you by. They've never met you in person or spoken to you over the phone and in terms of first impressions, this is it. So it's important to keep your envelope and stationery coffee stain free. You don't want to send mixed messages by having top-notch stationery with this morning's breakfast smeared all over it. What kind of message are you sending of yourself if your enveloped is covered in food or smudge marks? Believe it or not, it can reflect poorly on you and thus, your work ethic is viewed in a similar light.

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3. To Whom It May Concern

Another attention getter that seems so simple is addressing the envelope. Make sure that you address is to the correct person, department, and company and that it's free of spelling errors. Don't write a generic title. Look it up online or call up reception and get the information personally if you have to. The little time taken to research this little detail will pay off in the long run.

Which would you rather receive?

Attention: Charles Miller has a more professional ring to it than say...

Attention: To Whom It May Concern.

That personal touch gets your cover letter opened and read.

Interest



The next phase in your cover letter campaign is to gain their interest. We've passed the first hurdle; the professional demeanor of your envelope got their attention so now we need to get them interested in what we have to say.

The best way to go about this is to demonstrate your company knowledge. Again, by researching, you can obtain plenty of information online. This shows your attention to detail and that you care about the company you're applying to.

Drop details that show you've done your homework. For example, how are your skills a match for the company, and how could they best be used?

You can open with something like:

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Dear Mr. Brown,

Upon further researching your company, I found a fascinating editorial published online in the New York Times dated December 3, 2008. What I realized is that I want to be apart of your innovative and inspiring team and that I have the skills to help drive the spirit of ingenuity going forward.

You can include excerpts in your cover letter or enclose a copy of the article as part of your application. You can also attach it as part of your email cover letter. If you can't find any write-ups online or in magazines or in your local newspaper pertaining to the company, simple investigation of the company website online would suffice. Being able to mention details about their policies, history, and background always impresses.

You can always call reception and ask for those details yourself if information online is vague or sparse.

Desire

Just like a commercial where you've hooked their attention, you want to then appeal to their desire to know more. This is another step on the ladder moving you closer to the interview and ultimately that dream job. It's at this stage where they get a clearer picture of you, your credentials, skills, personality and whether or not you're a good fit for their company.

To create desire, back up your claims with evidence. This includes your credentials that support why you would be a good fit for the job.



Don't forget, as with our opener which was designed to create interest, it was all about grabbing eyeballs by making a statement. "You should consider me and look not further because...", "I increased my current companies revenue by 12%", "I restructured and streamlined our companies present processes and cut down on wasted staff productivity and sick leave days". Now what's left to do is drive that point home with fact that backs up your original "interest" getting statement.

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For example: I have an MBA from the University of Chicago with a major in marketing. Because your company is goal orientated, I consider myself to be someone that gets results. As you will see from my resume, I have reached and surpassed all targets set forth by the company I last worked for and am completely confident I can bring the same skills, knowledge, and drive to your company.

Action



Just as it suggests, action is all about your employer acting upon your cover letter.

They've passed through all the steps from initially opening your cover letter to liking what they see. Now you want them to take action by getting them to contact you.

You can achieve this by giving enough information in your cover

letter to motivate them to read your resume.

This means giving just the right amount of information without giving away the farm. It's about maintaining the balance of giving away just enough to pique their curiosity to know more so that they'll have to pick up the phone and speak to you in person.

Don't be afraid to ask for the interview, you only get what you want in life if you ask for it. Most applicants leave it open ended where they "hope for the best". Most don't even have the decency of receiving a token rejection letter by not hearing anything at all. Make your actions clear; you applied to get the job, so ask for it. Don't leave it to chance. Chances are you ask for an interview, you'll probably get it because it showed confidence and initiative on your part.

End your cover letter proactively and boldly by having it lead to the interview. After all, isn't that the whole purpose of the cover letter?

So don't end a genius cover letter with leaving your employer hanging. Get that interview; they'll be more than willing if you play your cards right to give you the interview. Remember, they want to find you.

Some great closers for your cover letter

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- ✓ “I would like to meet with you in person to discuss matters further...”
- ✓ “I will talk in greater depth about how I achieved an 11% sales growth during our last business quarter and how I plan to achieve that for the Phillies’ Organization”.
- ✓ “I look forward to meeting you in person and how I can be of service to the Phillies Organization”.
- ✓ “The opportunity to meet face to face would be an honor”.
- ✓ “I would like to meet in person to cover in detail some ideas I have to increase your bottom line”.
- ✓ “I have done some background research on your company and feel you could save money with a few ideas I have. With your permission I would like the opportunity to meet in person with you to discuss these ideas in greater detail. I think you might like what I have in mind”.
- ✓ “I will contact you on the March 23, 2013 to arrange a meeting time with you”
- ✓ “To really demonstrate that I am the best possible candidate for the job I would like to arrange a meeting with you”.
- ✓ “I appreciate your time and look forward to hearing from you in the near future.’

The cover letter winners seal the deal by taking the necessary action.

Suggesting that you will follow up shows initiative and puts a deadline on things for you. This way if the outcome didn’t swing your way you can move on to the next job position without being left wondering.

You continue to hone and perfect the art of crafting top-notch cover letters and it’ll be like an army of cover letters out there doing the work for you. All that’s left to do is turn up to the interview.

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Chapter 4



Building A Cover Letter With An Unfair Advantage Over The Competition

Now that you know the basic structure of a cover letter and the successful elements that go into making it an exceptional, stand out piece, here's a little writing exercise to start building a winning cover letter of your own.

How To Give Your Cover Letter The Rock Star Treatment

Because the first paragraph is the most vital, you need to practice perfecting this. We're going to do this by getting you to practice writing short, concise paragraphs that pack a punch.

Here a few ideas to get the ideas flowing. Mix and match them. You'll see a common theme amongst them all. They pack a quick punch that hooks the employer into reading more. You absolutely need this with fleeting attention spans and with hundreds of other applicants to pour through.

Rather than the typical...

Dear Sir/Madam,

I am applying for the position of Executive Sales Manager found in the West Haven Tribune on the 25th of December 2013.

I feel my current skills are a good fit for the job position and have enclosed a copy of my resume with my application for the position.

Personally that opener makes me sleepy and chances are they'll think so too, especially when yours doesn't stand out of a bunch of snoozers.

You're going to grip them immediately because you have to; it's all the time you have to 'wow' them, so use it to your advantage.

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You're going to use...

Dear Ms Roberts,

I am fully aware that you have several applicants vying for the position of Executive Sales Manager. However, I would like you to know why I think I am the person for the job and why you should contact me first.

Increasing my company's profits by 11% in the previous fiscal year and being on target to nearly double that figure puts me in a position to be a very valuable asset to your company. I know I can do the same for We Love Sports Inc. and would relish the challenge in doing so.

Now if you were the employer you would definitely want to call this person over the first application and that is literally what happens. This is how they choose; this is why you don't get the call. Someone else presented what they had better than you, even if you know that you're more qualified for the position. It's the person that gets their cover letter read, and acted upon that gets the jobs.

Can you see why? Even you would choose the second one, wouldn't you? If you can honestly look at your cover letter and know that it wouldn't appeal to you, then you need to make some changes. If you can objectively look at your cover letter, pretending that it was an application for Martha Jones or John Citizen, and it jumped out to you wanting you to read more, than you've got something good there.

Always run it by friends and family. Don't be so attached to your cover letter that you won't budge and make some alterations along the way. The whole purpose of this exercise is to get you to craft the best cover letter possible and for it to get read. Put ego and emotions aside because you need to be flexible if you want to apply for an array of jobs.

Below are some power openers to use, so mix and match them when creating your own cover letter. Having a good mix of these will get you noticed fast. They give your employer a reason to keep reading because you're bringing something of interest to the table.

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Getting this practice is essential for crafting cover letters on the fly. Loosening up your brain allows you to write quickly and effectively, which will also come in handy when you're getting ready for your interview.

Chapter 5

7 Power Openers To Come Out Swinging With

Here are those 7 great power openers to come out and get yourself noticed. Obviously all of the numbers and percentages are examples, but feel free to fill in your own statistics there.

Power Opener One:

"I was pleased when a position from your company became available. Looking at the criteria outlined in your job advertisement I have all of the expertise and skills you're looking for, which is why I would like to get in touch with you so I can convince you in person."

Power Opener Two:

"I have saved my present company \$10,000 in potential lost revenue by improving system processes and time management issues increasing productivity by more than 15%.

I know I can do the same for your company."

Power Opener Three:

"I increased revenue for the company I formerly worked for and through my efforts was able add an extra \$10,000 in unexpected income."

Power Opener Four:

"Although I have been out of the job market for a while raising my child, I have kept my finger on the pulse within the advertising industry to include shifting market trends and extensive market research.

I have a portfolio of cutting edge ideas and techniques I would like to share with you in person to illustrate my findings. I believe it would be of great value to your company and to your bottom line."

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Power Opener Five:

Being a homemaker for the past 3 years makes me more than qualified for the position of PR manager. In addition to my full degree I have acquired real world practical experience both within the home and in my research of the PR world, which more than prepares me for the role.

Power Opener Six

“By working for your direct competitor for the past 4 years I bring with me vast knowledge and experience that has enabled me to increase company sales by 15%, something I’m confident I can do for you.

I would like to meet with you face to face to discuss what I have in mind to boost your company growth and profits.”

Power Opener Seven:

“As media technology continues to change, you need someone who can learn rapidly and adapt at the same pace.

With extensive experience in the film and television industry and a degree in media studies, I have a lot to offer your company.”

Special Note:

For the love of you and everything on this earth, don’t put yourself down. It’s difficult to take anyone seriously when you don’t take yourself seriously. You have to project the kind of candidate they want and need while being honest and true to yourself at the same time.

When writing your cover letter stick to the usual fonts because they are the most common, recognizable, and easiest to read.

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Chapter 6



Words to Avoid

Knowing what to say is just as important as knowing what to leave out. This is because certain words have the opposite effect of building you up such as the previous power phrases. They can actually leave hanging doubt in the back of your employer's mind and hinder your chances. Words such as "hope," although a great word in its own right but included; in the following phrase "I hope you will get back to me", or "I hope to meet with you" seems weak. This leaves too much room for the unknown to occur. The word hope leaves the ball completely in the court of the employer, it gives them all the leverage and the power and doesn't earn you any respect.

You have to be proactive from your opening paragraph all the way to your conclusion, expecting nothing less than a meeting with the employer. You can also show how serious you are by taking the initiative to call them. That way you're making something happen of your own accord and taking matters and your fate into your hands rather than to leave it in the laps of the employer gods.

So what are some of the words you should avoid? Stuffy, unnecessarily long words including words that cast any doubt over your abilities and suitability for the position.

Words To Avoid

Here are just a few words to avoid putting in your cover letter.

- ✓ I hope
- ✓ If I
- ✓ I think
- ✓ I believe
- ✓ I feel
- ✓ Perhaps
- ✓ Possibly
- ✓ Maybe
- ✓ Probably

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- ✓ Might
- ✓ Could
- ✓ Should
- ✓ Concerned
- ✓ Liable
- ✓ Most likely
- ✓ Unlikely
- ✓ Doubt
- ✓ Hesitate
- ✓ Desperate
- ✓ Incapable
- ✓ Unsure
- ✓ Flaws
- ✓ Uncertain
- ✓ Unable
- ✓ Can't
- ✓ Fear
- ✓ Sorry
- ✓ Unhappy
- ✓ But
- ✓ However
- ✓ Disappointed
- ✓ Fired
- ✓ Hate
- ✓ Dislike
- ✓ Idle
- ✓ Weaknesses
- ✓ Shortcomings
- ✓ Lacking
- ✓ Deficient
- ✓ Really
- ✓ Chance
- ✓ Try
- ✓ Salary

These words are like Kryptonite to your cover letter. They make you appear self doubting and unsure. Getting rid of these words will automatically make you sound more confident and self assured.

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Words To Use

Here are a few examples of words that will help your cover letter pack a punch:

- ✓ Created
- ✓ Improved
- ✓ Refined
- ✓ Organized
- ✓ Orchestrated
- ✓ Planned
- ✓ Performed
- ✓ Exercised
- ✓ Encouraged
- ✓ Enabled
- ✓ Structured
- ✓ Streamlined
- ✓ Communicated
- ✓ Guided
- ✓ Led
- ✓ Managed
- ✓ Resolved
- ✓ Motivated
- ✓ Uplifted
- ✓ Eliminated
- ✓ Oversaw
- ✓ Executed
- ✓ Processed
- ✓ Improved
- ✓ Built
- ✓ Promoted
- ✓ Intuitively
- ✓ Debuted
- ✓ Introduced
- ✓ Publicized
- ✓ Governed
- ✓ Managed
- ✓ Handled
- ✓ Flourished
- ✓ Growth
- ✓ Delegated
- ✓ Allocated
- ✓ Facilitated



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- ✓ Trained
- ✓ Coached
- ✓ Merged
- ✓ Incited
- ✓ Driven
- ✓ Prompted
- ✓ Generated
- ✓ Instructed
- ✓ Monitored
- ✓ Spearheaded
- ✓ Assembled

A Word About Fonts

Try to avoid using freaky fonts or serif fonts, comic sans, mistral and anything that tries to mimic natural handwriting. It's ok to experiment but keep within the required font types because if employers have any difficulty in reading your cover letter, it won't get the chance it deserves. So don't let a bad font type cost you the job.

Try going for the most common fonts like:

- ✓ Times new Roman
- ✓ Courier
- ✓ Arial
- ✓ Verdana

Font size 12 is the usual standard.

Chapter 7

Cover Letter Types

There are 4 basic letter types which are designed to suit the part of application process you're at.

Here are the 4 main cover letter types along with some real world examples to give you an idea of how it works.

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Cover Letter Types

You will discover different sets of cover letter types depending upon which part of the job application process you find yourself at.

These 4 main cover letters are:

- ✓ Snail Mail Letter And Email Response For Employment Vacancy
- ✓ Take The Bull By The Horns Cover Letter
- ✓ Thank You Letter
- ✓ Follow Up Letter

1. Snail Mail Letter And Email Response For Advertised Vacancy

This is the template of choice when applying for a job position. Naturally you include the details of the vacancy you are applying for and when you saw the job advertised.

It works equally well as a physical snail mail cover letter or as an email; however in email version, don't try to hype up your subject line for the purpose of getting noticed. If there's anything to go by don't use the words in your subject line such as "Read this!" "Must Open". Use these

blacklisted words and no doubt your e-cover letter will never see the light of day once it's immediately filtered into the spam folder.

Place the name of the person it's addressed to along with it's purpose, i.e. "Job Application." That way it won't get filtered into the junk folder abyss never to be seen again.

Feel free to send both email and snail mail versions; that way should one get lost you at least have a back up.

Don't be afraid to get a little creative here, and winners get full points for doing so. Avoid the stagnant beaten path when it comes to the usual token default response that comes with most cover letter templates. That's why these cover letters have all been written specifically to grab instant attention, because you're going to need it.



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Use these templates, modify them and make them your own. It should after all reflect you. Make them want to know more about you within the first few seconds and to do that. Be creative, think outside the square. Don't do what everyone else does and that's to plug their contact details into the same old drab cover letters everyone and their dog has. Paint a picture of yourself with your words and hook them straight out of the gate.

2. Take The Bull By The Horns Cover Letter



The Take The Bull By The Horns cover letter implies just that. This is the type of cover letter that doesn't require waiting for the perfect job position to appear. You would use this type of cover letter to break the ice and to let the employer know who you are. It also shows that you're confident and have taken the initiative to get the job you want. Your resume may only end up on file but on the flip-side you also have the chance of getting the job you really want.

You're putting your job feelers out there to see what's happening in the job market and to try your luck.

All is fair in love, war and job hunting. Just because a job vacancy you're particularly eyeballing hasn't presented itself doesn't mean that vacancies for it aren't available. Your dream job in sports may not be advertised; you never know if you'll have an opportunity until you try.

3. The Thank You Letter

Everything these days is about making an impression and we've become so engrossed in ourselves that we often forget to say thank you. A thank you letter is imperative after sending in your cover letter or for following up after an interview. Even when you receive a rejection letter it's all about being thankful for the opportunity and making a lasting impression long after the interview. Research shows that the more contact you have after just the initial cover letter will lock you into their memory banks.



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A cover letter followed by a thank you letter for the interview and for the rejection speaks volumes about your character and your attitude.

As they say your aptitude plus your attitude equals your altitude. In other words, how you handle rejection will ultimately determine how far you go. Whether it be job wise or in life, this principle still applies. That's another point that sets the winners apart from the losers, something as simple as their attitude, which is something we all have control over no matter what our circumstances are. So don't be afraid to give out a thank you letter even when they reject you. Trust me, hardly anyone is doing this after taking it personally and feeling like your team just lost on a buzzer beater. Don't take rejection personally. It takes a certain amount of rejection to hit the successes and only those who know this enjoy the spoils of victory while everyone else falls by the way side long before they ever get to taste its sweetness.

4. The Follow Up Letter

Just as the name implies, the Follow Up letter is to keep in contact with your employer. It also kick-starts any cold leads or contacts; activity that has hit a dead end.

This helps to jog their memory of you and to revive the contact. Although they may have closed the vacancy, which may have been why contact went dead, it's still a good idea to show you're keen should the next job position become available.

Chapter 8

Your Plan Of Attack – Putting It All Into Action



John Wooden always had his game plan and now so will you.

Every success has had behind it a plan, a blueprint that was acted upon.

You need the same. This is where it all comes together for you, and most people won't even have a plan of attack. They'll just mail out to whatever job takes their fancy, and this may be few and far between. And then they wonder why they don't get

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any results. This is because they don't have a strategy. If you fail to plan you plan to fail.

Treat this as a direct mail campaign. Direct mailers believe in the numbers game. The more baited fishhooks sitting in the water, the more fish they'll catch. The trick is to keep the unique personal touch suited to each particular job position.

You need a plan to succeed and it's this strategy that will ultimately get you noticed over all others.

Your Goal

- ✓ Post out 2 to 3 (or more) cover letters with attached resumes per day
- ✓ Email out 2 to 3 (or more) email cover letters with resumes per day
- ✓ Cold call 4 employers or business owners from the local paper and phone directory
- ✓ Post out 3 Follow Up letters
- ✓ Post out 3 Thank You letters
- ✓ Post your cover letter and attached resume to 3 businesses who are not advertising job vacancies.

I know this may seem like a lot but if you can go the extra mile and show your dedication, you are revealing a lot about your character and the kind of person that you are. Whether you realize now or not, this will help you to stand out and will be remembered.

If you're prepared to do what 99% of others aren't, you'll be scooping up the lion share of the jobs. So persevere, it will pay off.

Chapter 9

Cover Letter Checklist and Little Extras To Remember

- ✓ Don't include your shortcomings or weaknesses; it's a turn off to employers. If you don't say anything positive about yourself how do you expect anyone else to?
- ✓ Don't include height, weight, age, religious affiliation, ethnicity, marital status in your application; the law doesn't require this information be provided on your cover letter.
- ✓ Keep your experience relevant and pertinent to your application. For example, don't just mention that you fundraise for your community but think of ways that it could be relevant to the company you're applying for. How does it serve your

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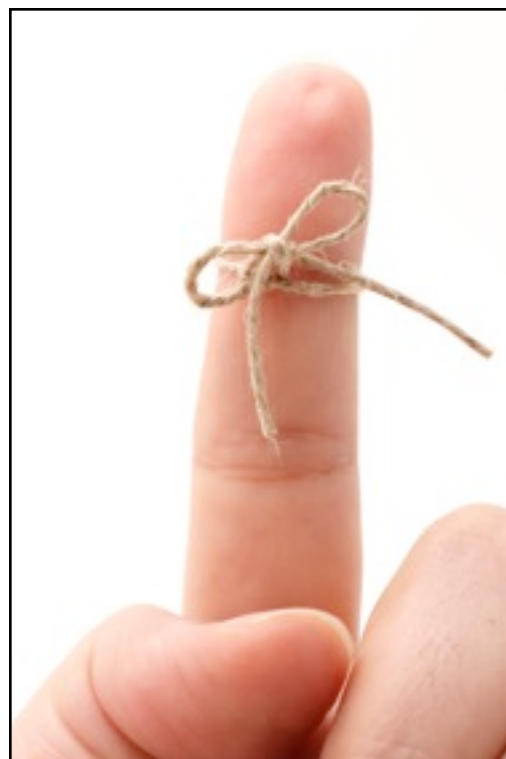
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employer? When you make it relevant such as “organized and managed a team of 10 fundraisers,” which gave you relevant experience in management. “Made connections within the community and with sponsors which helped to hone networking and marketing skills which can be applied within the sports business arena.”

- ✓ If you have gaps in your work history explain what you’ve been doing in the meantime that is relevant to the position.
- ✓ Does your cover letter state the purpose of writing?
- ✓ Have you included how you found the company’s advertised job position? If you’re cold calling, state why you’re choosing that particular company to apply to.
- ✓ Have you listed your most pertinent skills, experience, and qualifications at the beginning of your application to strengthen your application?
- ✓ Do your qualifications and skills match the job you’re applying for?
- ✓ Have you included all relevant skills and jobs for the position you’re applying for?
- ✓ Did you remember to include all relevant achievements?
- ✓ Does your first paragraph come out swinging? Does it grab the attention of the reader to want to read more?
- ✓ Does what follows in the remaining paragraphs support your first paragraph?
- ✓ Keep in line with the same theme by using the same paper for your cover letter, resume and your envelope.
- ✓ Have you included your contact details?
- ✓ Are you sending your cover letter to the correct person, department and company? If in doubt, research the necessary details online or call the company for verification.
- ✓ Have you checked for spelling and grammar errors?
- ✓ Have you typed everything? The only thing that should be handwritten is your signature.
- ✓ Does your cover letter make an impression? does it jump off the page? Does it achieve what it sets out to do? Ask your family and friends for their feedback.
- ✓ Is the tone and wording in your cover letter simple and to the point? Not stilted or flowery? Did you use any technical language or jargon that would confuse those not familiar with it such as recruiters?



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- ✓ Have you included your strengths and how those can benefit the company you're applying to?
- ✓ Does your cover letter end with a proactive conclusion? A pledge to follow up with the employer or to arrange a meeting in person?

So there you have it, all the tips and tricks to start getting those jobs.

By following this you'll always be improving and refining your cover letters and you'll turn your luck around in your favor and start getting those jobs you've been missing out on.

Now go out there and get them!



Chapter 10

7 Great Cover Letters For You To Use

Here are some winning templates, written expressly for you.

Remember, these are just guidelines designed to give you an outline to work to. Let your cover letter represent you and your personality while always bearing in mind that the first paragraph is the most important and crucial one to make an impression.

With cover letters like these, your employer won't be able to resist and you will be giving your competition a run for their money. Now get that job!

TEMPLATE ONE:

Snail Mail Letter And Email Response For Advertised Vacancy (Position of Sales Representative)

Dear Mr. Neville,

Being personally responsible for increasing revenue from \$50,000 per month to \$100,000 per month within an 18-month timeframe for the last firm I worked for, I find

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myself ready for a new challenge and would like the opportunity to bring my skills and expertise to your company to produce similar, if not better results.

What drew me to apply for the position advertised in the _____ on _____ was that your company's values and core beliefs tie in with my own and I believe I would be a good fit to both your business and a valuable member of the team.

On my attached resume you will find:

Strong background in Sales and Marketing with an MBA from _____. Three years of practical experience within the sales realm

Managed a sales team of five resulting in increased company revenue. Spearheaded several projects resulting in increased company profits

I know I have more to learn and gain from you and your company and welcome the challenge. I also know that the knowledge and experience I have already gained will be a valuable asset to your company.

I would like to meet with you in person to discuss matters further and look forward to an interview at your earliest convenience.

Yours sincerely,
Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

TEMPLATE TWO:

Snail Mail Letter And Email Response For Advertised Vacancy (Position of Legal Administrator)

Dear Ms. Roberts,

Hard working, dedicated, loyal and trustworthy are just some of the qualities that I possess that I feel will be of value to your company. I am applying for the position of Legal Administrator, found in _____ on the _____.

For the past 2 years I have worked as a legal administrator for one very high profile, respected firm.

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During that time I gained relevant experience within the industry and quickly built up a rapport amongst my peers. I was in a position to hone my people skills enabling me to juggle a variety of situations which only served to make me a better listener and organizer; skills which I believe will be an investment to your company.

I have experience in time management, am efficient in the following computer packages _____, _____ and _____ and have knowledge of accounting packages that has saved thousands of dollars by keeping this task in house.

I would like to meet with you at your earliest convenience and am requesting an interview with you.

Enclosed you will find my contact details and my attached resume for your perusal. With kind regards,

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

TEMPLATE THREE:

Snail Mail Letter And Email Response For Advertised Vacancy (Position of Office Administrator)

Dear Ms Blakely,

Your position for Office Administrator stood out to me in particular because my skills and experience tie in perfectly with what your company is looking for. I'm so confident that my experience is closely aligned with your company's requirements that you need to get in touch with me so that I can explain in greater detail why I'm the only person for the job.

I am responsible for improving office processes and productivity in particular where time management is critical, reducing the amount of wasted downtime and inefficient practices overall has saved money.

I am a good communicator and ensure that information is forwarded and received safely by the appropriate channels.

I am trustworthy and handle client details and file information with the utmost respect and confidentiality.

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Through my passion for the job and for people has given me excellent communication and people skills where I enjoy interacting with staff and clientele.

I work independently and unsupervised and possess strong organizational and time management skills.

I am responsible, punctual and always conduct myself in a professional manner that reflects favorably on the company and its professional image.

I am always on the lookout for new challenges to improve well performing, existing processes making them even better

I know I will be of value to your company and would like the opportunity to meet with you in person so that we can talk in more detail.

I look forward to meeting with you and appreciate your time.

With sincere regards,

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

TEMPLATE FOUR:

Take The Bull By The Horns Cover Letter (Position of Sales Manager)

Dear Mr. Smith,

After generating sales in excess of 3 million dollars for the company I am currently employed with I feel that after 7 years I am ready for the next challenge and have got my sights set on your company, particularly because I my current skill set is a good fit for your organization and I have much to offer.

I would like to take the opportunity to explain exactly why I would make the perfect candidate for your company.

Upon _____ recommendation over the phone I was encouraged to send in my resume as he/she deemed me to be a good fit for the organization and in line with what your company is currently looking for.

My credentials for the position include:

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- An established and handpicked a sales team responsible for a 22% sales increase, additional revenue that was generated as a direct result of my action
- An implemented full staff training to get them up to speed with company product knowledge.
- An increased brand recognition and global market penetration that saw an overall 12% increase in global market share.

I would like to arrange a meeting with you in person so that I can discuss matters with you in more detail and appreciate your consideration.

Look forward to your reply.

Sincerely,

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

TEMPLATE FIVE:

Take The Bull By The Horns Cover Letter (Position of Media Specialist)

Dear Mr. Jones

I realize that currently there are no openings within your organization for a media specialist, however there are a few things about me I would like to bring to your attention.

- ✓ I was personally responsible for overhauling our entire cataloguing system, making it more efficient, saving in hundreds of wasted man-hours.
- ✓ I saved over 11% in extra funds that would have been spent as a result of unnecessary overtime as was required with the old system.
- ✓ I was responsible for the selection and purchasing of 2 million dollars worth of new software for the company I currently work for.
- ✓ I am an experienced consultant and currently hold a bachelors degree in sports media education from the University of Chicago.

Although I am still currently employed at my current job I would like the chance to work for your organization because it has always been a dream of mine.

I have increased my current employers efficiency and created extra funds from by implementing more efficient systems and feel that I can do the same for you.

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I would like to discuss matters with you in more detail and appreciate being considered for a future role of media specialist within your company.

Yours sincerely,

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

TEMPLATE SIX:

Thank You Letter

Dear Mr. Jenkins,

I am grateful for the time you took out of your busy schedule to meet with me on _____ and appreciate the opportunity to discuss the job role in further detail.

I thank you for the suggestions you put forth during our meeting and am informing you that I have taken your advice and implemented it.

I have updated my resume accordingly in line with your suggestions and have enclosed the updated version with this letter.

You will notice that I have updated my job performance to better reflect the position applied for to include:

- _____
- _____

I look forward to hearing from you at your earliest convenience.

With kind regards.

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

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TEMPLATE SEVEN:

Follow Up Letter

Dear Mr. Robinson,

I enjoyed our meeting today and appreciate the time you took to interview me.

As we discussed in the interview I know that my experience, skills and qualifications make me the ideal person for the position and after talking over matters in further detail realize even more that I can have a lot to offer and bring to the job.

I will follow up with you on _____

Sincerely,

Johnny Networker
(555)-xxx-xxx johnboy.networker@email.com

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John Mellor
President and CEO - WorkInSports.com



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Take Your Sports Career To The Next Level!



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SEA members are part of a new generation. They value the power of networking with everyone, and adapt to new ideas instead of sticking with the “old ways” of thinking. They also recognize the importance of staying ahead in new technologies and strategies to help them excel in their career.



Lewis & ESPN Founder
Bill Rasmussen

“The SEA was created for those who take massive action, and like to see results! Our members represent the future leaders in sport business.”

Lewis Howes, CEO
Sports Executives Association

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1. **Connect:** Your network is your most powerful asset. Who you are connected to directly impacts not only your income, but also opportunities and results in your career. The SEA helps members build this powerful network.
2. **Learn:** Those who stop learning stop growing, and they continue to get the same results year after year. Those who continue their education are able to stay ahead of the curve, and become more valuable each day. SEA members have access to quality training to further their education.
3. **Get Feedback:** We all have questions or ideas pertaining to our careers, businesses, products, sales, marketing, sponsorships, PR, and more. The SEA gives members a place to ask important questions, and get answers from experts across a variety of topics.



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