



Top Ten Secrets of the...

World's Greatest Cover Letter

...Attract Job Interviews Like a Magnet!



Written By Jimmy Sweeney
[Amazing Cover Letters](#)

“You may send this e-book along to a friend or loved one at anytime as long as you do not alter the contents in any way... Enjoy!” –Jimmy Sweeney

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Please read this first...

...It will take you just 15 minutes to finish reading this book. If you are searching for employment, I predict this will be the most profitable 15 minutes of your job-seeking life. Read every word right now (no cheating!) and I promise you'll never look at your job search the same way again.

Whether you're a college graduate starting out, a seasoned career professional or perhaps changing careers for the first time in your life, whatever your current employment situation, the secrets revealed in this book are unlike anything you've read before.

“Okay Jimmy, what makes this book SO special?”

Good question, here's the answer: I am a 20 year direct marketing and copywriting professional. I believe I'm the very first marketing professional to apply proven advertising and marketing strategies to the job search. When you craft a cover letter using my simple yet powerful marketing secrets, you might as well call your cover letter a 'sales letter' and your job search a 'marketing campaign.'

**Remember, the job-seeker who 'sells' him or herself the best
wins the job every time!**

You're about to discover why it is the 'humble' cover letter and NOT the resume that has the sales power to land you more quality job interviews and offers this month than 99% of your competition will land all year.

Excited? You should be!



The 'Big Bang' Theory!

If I failed to grab your attention with the title of this chapter you might not be reading this first sentence right now.

You can call it a 'title' or a 'headline' but the secret is to 'pack a punch' at the top of any written communications. Done properly, this practically forces the reader to explore a little further, to READ more of your letter, article, document, etc.

How can you use this secret with your resume cover letter?

This little-known gem works like magic and fits perfectly at the top of any job- search cover letter. With a powerful headline, you have the opportunity to grab the reader's undivided attention. Without it you run the risk of falling victim to the dreaded, 'scan and trash' syndrome.

Why do I call it the 'Big Bang Theory'? TO GRAB YOUR UNDIVIDED ATTENTION! But it's hardly theory. The fact is we are ALL naturally attracted to books and articles with a sizzling title—the kind that give us a 'big bang.' We quickly scan newspapers and magazines looking for stimulating titles and headlines before we commit to reading further. A strong headline that 'jumps' off the page wins every time! Titles and headlines do all the hard work of gaining our attention first.

Imagine the kinds of results YOU could enjoy in your job search when your cover letter starts off with an attention-grabbing headline that is so compelling and unique, the hiring manager is actually excited to keep reading?



This is exactly how YOU can land more quality job interviews in a hurry.

You may be saying right now, “But Jimmy, I can't do that. It sounds too difficult!”

Actually it's quite easy.

Let's assume your cover letter starts with something typical like, Dear Mrs. Smith. Well, right above this greeting is exactly where you should place your 'show-stopping' headline. By the way, to stand out even more, this sentence can be typed in bold-face print and centered on the page. (Two lines maximum).

Here are THREE examples of excellent cover letter headlines:

Three reasons why I believe I may be the candidate you are searching for regarding the [insert job opening title here].

I have researched [company name] and believe I am a great match for the [insert job opening title here].

I would love the opportunity to be interviewed in person for the position of [insert job opening title here].

Following this headline you start your cover letter with, Dear Mrs. Smith.

Do you think 'Mrs. Smith' can resist reading a little more of what these headlines promise? Using the 'muscle' of a strong headline at the beginning of your next job-search cover letter can fill your calendar with more job interviews fast.

Start YOUR next cover letter off with a 'big bang!'





To whom it may NOT concern...

Dear Job Seeker:

Which of these greetings should you use to start your cover letter?

Group 1:

Dear Sirs: Dear Sir/Madam: Dear Gentlemen: To whom it may concern:

Group 2:

Dear Hiring Manager: Dear HR Director: Dear Human Resources:

Group 3:

Dear Mrs. Smith: Dear Mr. Jones: Dear Lilly Thomas:

Answer: Group 1 is the worst of the bunch. Group 2 is better. Group 3 is exactly what you should strive for.

The typical, “To whom it may concern” concerns no one in particular.



Address your cover letter to a specific person whenever possible!

Make the extra effort and find out TO WHOM you should address your cover letter. For jobs posted online this can prove to be a difficult task but at the bare minimum make sure to address your letter to the proper company entity. Example: Hiring manager; HR Director; etc.

Cool Cover Letter Greeting Tip: If you cannot find the specific name of the person most likely to review your letter, use one of the greetings from Group 2 and add this special sentence (example below) to the top of your letter tailored to your particular situation.

Example:

PLEASE NOTE: I apologize for the impersonal greeting. I wanted to address this cover letter to you by name but it was not provided online and I was unable to obtain it. I am very interested in the position of [insert job opening title here].

Now you can insert your main headline below this sentence as I discussed last in the last chapter.

Main Headline Example: (Should be centered and in bold text).

THREE reasons why I believe I may be the candidate you are searching for regarding the [insert job opening title here].

Do you think this one-two punch would grab a person's attention?

Absolutely! This is a prime example of turning a negative into a huge positive.

The bottom line: When you target your cover letters to a specific person by name, you increase your odds of landing the job interview several times over.

So before you write your next cover letter, ask yourself this question:

To whom does this letter concern specifically? Then do your best to answer it!





Keep it 'short and sweet' or kiss your chances goodbye.

One of the best secrets for getting your cover letter noticed and read is to keep it brief!

There are few cover letter mistakes greater than that of the 'long-winded' cover letter.



SEVEN Layout Secrets of a Highly Effective Cover Letter:

1. One page max. Two-page cover letters are the kiss of job-search death!
2. Let your cover letter 'breathe.' The more white space the better.
3. Three paragraphs max. More than this and it appears to be a 'tough read.'
4. Use bullet points and numbered lists when appropriate. This allows for easy scanning.
5. Start the first sentence of each paragraph with **bold-faced type**. It highlights the start of each paragraph inviting the person to read further. **Works beautifully.**
6. Paragraphs should contain no more than four to five sentences each, but I highly recommend just three well-written sentences per paragraph.
7. After you've finished your letter, print it out to see that it's easy on the eyes and 'invites' you to read more. Remember: Less is more!

Use these SEVEN secrets to create your own highly effective cover letter and I guarantee you'll avoid the 'recycle bin,' and land more quality job interviews next month than your long-winded competitors will land all year.

Hey look at that, I've kept this chapter short and sweet!



Big Word WARNING... No one talks like that!

I was going to begin this chapter by using some really impressive words to make my point right off the bat. Fortunately, I decided against this approach, realizing you probably wouldn't make it to the second sentence and I would have lost 95% of my audience immediately!

IT'S THE SAME WITH YOUR COVER LETTER!

I'm sorry for shouting, but let me explain...

Writing a cover letter filled with sentences that use words an English teacher would have trouble understanding is not only difficult to pull off, but more important, it is totally and completely ineffective!

This is great news for you. Highly effective, interview-grabbing cover letters are 'short and sweet' and read like a friendly conversation with a good friend.

I realize the tendency people have towards using big, 'important' words in their cover letters and resumes but trust me on this and leave the 'big word technique' to your competitors. Write your cover letters like I am writing this chapter. Make your points easy to understand by using words everyone can recognize. Bring it all together with a friendly tone throughout and chances are you've got yourself a winner.

Please don't do this:

“I have consulted, choreographed, compiled and specifically isolated technological solutions for challenging, yet highly inordinate retroflex samplings that have lead me to a potential mathematical resolution. I am self-assured my skill set will meet with your parameters and would encourage further communications between all parties concerned and in accordance with regards to this dynamic conceptualization we all strive to finalize and perpetualize.”

supercalifragilisticexpialidocious

pneumonoultramicroscopicsilicovolcanoconiosis

antidigestablistmentarianism

How 'painful' is THAT gibberish?!

Let's try that again in plain English:

I wanted you to know I have taken some time to research your company and am very impressed. I have a real passion for this industry. I am a hard worker and my attention to detail is one of my best qualities. I would love the chance to interview with (company name) for the position of account executive. Thank you in advance for the opportunity. I really look forward to meeting you.

WOW... plain ol' English, what a breath of fresh air!

BIG WORD WARNING TIP: Read your cover letter out loud and if you find any tongue twisters and sentences that sound a little too 'impressive' fix them! Read it again out loud until the sentences just roll off your tongue. Write like you speak, let your personality shine through. Show your passion and enthusiasm for the position and clearly **ASK** for the job interview.





Want More Quality Job Interviews? ... ASK and you shall receive!

You're about to discover one of the most effective job-search strategies ever revealed. Ready?

Your cover letter's main focus and purpose should be landing YOU the job interview. The one way to fill your calendar with more quality job interviews is to clearly and directly ASK for the job interview within your cover letter!

Let's face it, without landing the job interview, it's pretty difficult to land the job.

You can positively get your 'foot in the company door' for more quality job interviews by using this one simple strategy.

Allow me to repeat:

**CLEARLY AND DIRECTLY ASK
FOR THE JOB INTERVIEW
IN EVERY JOB-SEARCH COVER
LETTER YOU WRITE!**



Asking for the job interview in the beginning of your cover letter and again towards the end of your letter is the perfect combination. (Twice as nice, twice as effective.) Keep it friendly and conversational but clear and direct. Remember you are asking the reader (HR Director, Hiring Manager) to take a specific action. You are asking him or her to pick up the telephone to call you for the job interview. Does it get any more basic than that?

When you stop and think for a moment doesn't it become obvious?

I'm offering you quite possibly the most deceptively simple job-search advice you may ever read... and certainly one of the most powerful.

Here's an example of asking for the job interview within your cover letter:

I am excited about the possibility of a personal interview at your earliest convenience to further discuss my credentials with you. I can be reached at 555-555-5555 and will follow up with a phone call, as well, to make sure you've received my application.

This type of approach can be used as the final paragraph in your letter. It clearly tells the reader YOU really want that job interview!

Can this 'asking' strategy be used with your resume as well?

I hear this question all the time and here's my answer:

A resume does not 'communicate' the way a cover letter does. For all intents and purposes a resume states a person's name, rank and serial number as it relates to his or her career and education. Conversely, the cover letter's main job is to 'speak' directly to the recipient making it the perfect and only job-hunt document in which to clearly and directly ASK for the job interview.

The bottom line: Use your cover letter as the marketing tool to bring home the ONE RESULT you most desire: The job interview! (And quietly enjoy the fact that 99% of your competition will never read this information).

Heck, you tell me, besides landing the job interview what ELSE do you expect your cover letter to accomplish?

My thoughts exactly.

So how exactly do you ASK for the job interview?...





FIVE Surefire Ways To Effectively ASK For The Job Interview!

Does your cover letter effectively ASK for the job interview?

If you answered no, remember this fact: A job-search cover letter that clearly and directly asks for the job interview will beat the socks off a cover letter that does not!

FIVE Surefire Ways To Effectively Ask For The Job Interview In Your Next Cover Letter

Use any one of these examples in your next cover letter to attract quality job interviews like a magnet. For maximum effect, use my suggested **Best Location** for each example.

1. I am excited about the possibility of a personal interview to further discuss my qualifications with you. I am immediately available and can be reached at 555-555-5555. I will follow up with a phone call as well to make sure you have received my application. **Best Location:** Use this example as the final paragraph in your cover letter for best results.
2. I would love the opportunity to interview in person for the position of (insert job opening title here). Thank you in advance for your consideration. **Best Location:** Use this example as a headline at the top of your letter using centered and bold text.
3. If possible, can we schedule an interview in the next two weeks? I have researched (company name) and am excited about this opportunity. I would love the chance to interview for this position and am available at your earliest convenience. **Best Location:** This example is best utilized as a final paragraph in your cover letter, as well.



4. If I may be so bold, I am asking you for the opportunity to interview for (insert job opening title here). I would like the chance in person, to discuss the specific reasons why I believe I am the applicant you are looking for. **Best Location:** If you are bold enough this works best as an excellent final paragraph.

5. If you will grant me an interview for (insert job opening title here), I feel confident that when we meet and speak together you'll see why I believe I'm the right person for this job. I can be reached at 555-555-5555. Thank you in advance. **Best Location:** This example is best when used as the final paragraph in your cover letter.

Imagine your cover letter with and without these types of paragraphs.

It becomes crystal clear that these 'ask for the interview' examples can have a powerful effect on bringing you more of the desired result... job interviews! Add this one element to your next cover letter and you've just given your job search a major tune-up.

You can now stop pacing the room waiting and hoping for the phone to ring. Instead, ASK for the phone to ring in every one of your job-search cover letters.

Ask and you shall receive.





How to mathematically DOUBLE your job search odds!

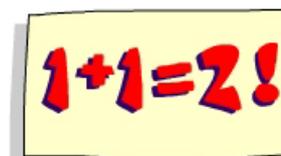
There is a simple formula that will mathematically *double* your job search odds.

No, I'm not talking about Las Vegas... on second thought, the way Las Vegas is growing these days the job market is pretty healthy!

Today I'm going to reveal the quickest and easiest way to mathematically DOUBLE your odds of landing any job.

Drum roll please...

Using a 'Follow-Up Cover Letter' will mathematically double your chances of getting interviewed and hired for any job.



Two magic words: **FOLLOW UP!**

Think about it. If you take the time to contact a company you're interested in working for on TWO separate occasions, you are TWICE as likely to get noticed. This simple math equation escapes the vast majority of job-seekers who typically 'throw in the towel' after sending one application for each job listing. Don't make this critical mistake when it's so easy to follow up with each contact. Market yourself a second time - every time, by using a follow-up cover letter and resume.

The average job-hunters fail to use any follow-up system for their job search. They are either too lazy, don't understand how, or the idea has never occurred to them!

Follow-Up Cover Letters Made Easy...

As a rule of thumb, wait ten days to two weeks and if you have not been called for the interview, send the same person/company a follow-up cover letter along with your resume giving you a SECOND CHANCE at the interview and ultimately the position being offered. This is so simple and highly effective.

FOLLOW-UP COVER LETTER TIP: The easiest way to create your follow-up cover letter is to add one short, opening paragraph to your original cover letter. That's it! You are addressing the same person/company as you did a couple of weeks prior. However, by adding this one short paragraph to the beginning of your original cover letter you are now letting this person/company know that you are still interested and available for the position.

Here's an example:

Dear Mrs. Jones:

I realize you've probably received many applications for the [insert job opening title here]. I am extremely interested in this position and would love the opportunity to be interviewed. I am following up with this letter and my attached resume in case my originals were lost in the 'shuffle' the first time around. (Continue with the original cover letter from here on).

Do you think by adding this type of paragraph to create your own follow-up cover letter you could increase your chances of getting noticed and interviewed the second time around?

Definitely.

If there were a 'Job-Seekers Ten Commandments' the words, "**Thou Shalt Always Follow Up**" would be at the top of the list.

I want you to follow up EVERY job listing that interests you with a follow-up cover letter and resume. When you market yourself TWICE, you mathematically DOUBLE your job-search odds, effective immediately!





How to shoot straight to the top of the *must hire* list using a powerful, 'post-interview' cover letter!

I've said it before and I'll say it again...

If there were a Job-Seekers' Ten Commandments the words, "Thou Shalt Always Follow Up" would be at the top of the list!

When you make the wise job-search decision to follow up every contact, lead, and job listing a second time, you give yourself TWO chances to make a first impression.

Whoever said, "You never get a second chance to make a first impression" obviously didn't use any follow-up strategy!

- Follow-up cover letters and resumes will land you more quality **job interviews**.
- Post-interview cover letters will increase your number of **job offers**.



What exactly is a post-interview cover letter?

It's a written, follow-up communication sent directly to the person who conducted the job interview with you. It simply says thank you, I'm available, interested and following up to let you know these facts.

You can use e-mail, snail mail, even voice mail to follow up every job interview. As a rule of thumb, try to follow up using the same medium you used to land the job interview.

Here's a short example of a post-interview cover letter:

Dear Mr. Interviewer:

I feel our interview went especially well and I wanted to send this quick note to say thank you for the opportunity. After meeting with you in person and having a clearer picture of what it would mean to be [insert job position title here], I am more interested than ever. I am confident I have the skills and knowledge you are looking for. I am available immediately, and once again thank you for your time and consideration.

Sincerely yours,

(Signature)

Wise Job Follower-Upper

P.S. I look forward to hearing those two magic words soon! [Insert smiley face here]

How's that for a follow-up?

Everyone loves to hear a simple thank you and to feel appreciated. Mr. Interviewer is no different; he is a human being with hopes, dreams, and fears just like you. If Mr. Interviewer happens to take a liking to you, he will go to bat for you, as well. By sending a post-interview cover letter immediately following any job interview you are one step closer to making solid contact with the person holding the power to utter those two magic words...

"You're hired!"

So whenever you complete a successful job interview with a company you'd like to work for, send a post-interview cover letter ASAP and you'll give yourself the best chance at shooting straight to the top of the must hire list.





For a *wildly* successful job search use these TWO ‘not-so-famous’ cover letters!

If landing the job of your dreams were as easy as posting your resume online with one of those massive job sites everyone would be happily employed.

Just imagine, you kick up your feet, take a drink from your tall glass of lemonade, wait 10 days and WHAMO!... You comb through dozens of job offers sent to you from all over the globe!

Welcome to “Job-Search Fantasy Island.”



The smart job-hunter uses every strategy available to expand his or her ‘job reach’ as efficiently and effectively as possible. If you want the job you’ll need to go to work! (Pun intended).

Today I’m going to reveal the power of using two ‘not-so-famous’ cover letters that will add a couple of legs to your job search, giving you the reach of a multi-tasking octopus!

#1: Powerful Networking with a Networking Cover Letter

The **networking cover letter** is a powerful way to reach friends and professional contacts asking for employment leads, referrals, advice, and introductions. You are not asking for a job but rather their assistance in connecting you with people and opportunities.

A networking cover letter is the ‘vehicle’ you can use to open up a new world of opportunity by tapping into other peoples’ contacts, connections, and knowledge.

Tap into your network immediately and produce quality job leads for yourself right away. Create your own list from these available sources: friends, friends of friends, family, current and former coworkers, members of professional organizations, your spouse, and everyone in between. Use your imagination to develop a master networking list of contacts to whom you can email and ‘snail mail’ your networking cover letter.

Networking letters should be friendly and professional. You can find and model templates online.

Networking Cover Letter Tips: Keep your letter brief and summarize your strengths in the middle of the letter using numbered lists or bullet points. Make sure to clearly ASK for job leads and referrals. In most cases I suggest you attach your resume, as well. Don’t be afraid to make a few phone calls to key contacts as part of your overall networking strategy. Always remember to say thank you and to follow up on a regular basis.

Networking is one of the golden strategies of a successful job search and a networking cover letter can greatly expand your reach in any career field.

Remember, if one contact can’t help you out, make sure to ask them if they can refer you to another one of THEIR contacts who can!

#2: The All-In-One Resume Cover Letter

Here’s an effective letter that every job-seeker should keep in his or her ‘toolbox.’ This special letter has the personal feel of a cover letter but also doubles as a resume.

The **resume cover letter** is perfect for networking and also makes a terrific follow-up letter. It is brief by design, and therefore can be used successfully when working with recruiters, headhunters, and agencies where brevity is so important. It allows the reader to scan one document quickly as opposed to reading the traditional two-piece job application containing both the cover letter and resume.

Creating your own resume cover letter is easy: you are condensing and combining the key elements of your cover letter and resume to create one document called the ‘resume cover letter.’ I recommend the use of bullet points to list the highlights of your resume while staying with the format of a cover letter throughout.

I also recommend keeping your networking cover letter to one page in length, two pages absolute maximum. Otherwise you are defeating the purpose of using this type of letter.

Use a resume cover letter anytime you'd like to keep your communications brief, but want to display the highlights of your resume, as well.

Final thought: I believe networking alone can provide YOU the strongest chance for landing a job you love. Tap into YOUR network today!





The Greatest Cover Letter Secret Ever Revealed!

Today is your lucky day...

There are millions of job-seekers all over the world, yet only a tiny fraction will have the opportunity to read this chapter.

Of all the so-called 'secret' tips, tricks, and strategies available to job-seekers for creating winning cover letters, I am about to reveal the one I truly believe is the greatest of them all.

This 'secret' has been around for decades and is one of the most powerful marketing strategies ever used in print advertising. However, you'll almost never see this technique used in a cover letter. That is, until a few years ago when my background in marketing led me to the idea of using it at the end of a job-search cover letter. I figured if it worked so well selling products, the same would be true for job-seekers who want to 'sell' themselves to potential employers.

The results: My clients immediately experienced a dramatic increase in job interviews and job offers!

Here's the greatest cover letter secret ever revealed...

Add a P.S. (postscript) to the bottom of your job-search cover letter!

The P.S. is virtually impossible NOT to read! Think about it. When you read any type of letter and your eyes notice a P.S. at the end, you are practically 'forced' to read it! Harness the power a P.S. naturally commands by using it in all of your cover letters.

In marketing and advertising, the purpose of a P.S. is to restate exactly what action you would like the reader to take. Job-seekers would like to be called for more job interviews and the P.S. is the perfect opportunity to stamp this fact on the reader's brain.



It's your best shot for a 'direct hit' that can increase the chances of producing the desired result... the job interview.

THREE examples of the P.S. being used in a cover letter

P.S. I will follow up with a phone call on May 3rd to make sure you have received my application. I would love the opportunity to meet in person for an interview. I can be reached right away at 555-555-5555. Thank you in advance.

P.S. I realize all I can ask for is the opportunity to be interviewed for the {insert job opening title here}. I would love that chance. Again, I can be reached directly at 555-555-5555 to schedule an interview at your earliest convenience. Thank you!

P.S. I would like to restate my desire to interview for the position of {insert job opening title here}. {Company name} is number one on my list of companies I'd like to work for. I am available immediately and can be reached directly on my mobile phone at 555-555-5555. Thank you so much!

The P.S. is hard to ignore! As you can see from the above examples each P.S. clearly and directly ASKS for the job interview and tells the reader what action to take. You can also use the P.S. to restate why you believe you're such a strong candidate for the job opening.

Tips for using the P.S. (postscript): Position the P.S. at the bottom of your cover letter and justified to the left. I recommend using either bold text or italics. Do not use both.

P.S. Take advantage of the fact that people are trained to read the P.S. and make sure to include one in your next cover letter.

P.P.S. Could you do me a favor? Please keep this 'secret' to yourself. Thank you!





"Jimmy's 7 Elements of the World's Greatest Cover Letter"

1. Address your cover letter to a 'real' person. "Dear Hiring-Manager" is lifeless!

2. Start your letter off with an attention-grabbing headline! (Bold and centered text).

3. Write in a conversational manner. Show enthusiasm and passion.

4. Keep your letter 'short and sweet.' Plenty of white space is easy on the eyes!

5. State specifically why you are the perfect fit for the position being offered.

Mr. James A. Jobhunter
 6429 Moon Court, Anytown, US A 12345 * HM: 555-555-0101 * CELL: 555-555-1212 * jamesa@email.com

March 6, 2004

Shannon Tripplehorn
 Commercial Property Management, AMO
 718 Oak Drive, Suite A
 Yourtown, USA 23456

Ms. Tripplehorn:

Immediately Available Dynamic Personable and Experienced. I Have Strong Communication Skills and A Passion For Quality Customer Service!

My name is James A. Jobhunter. Over the years I have had the opportunity to hold some fantastic individual managerial positions. I am now looking forward to applying my skills and knowledge with your company for a permanent and stable position.

I hope you'll agree that the combinations of my qualifications for the "onsite" management position are a perfect fit. As you will see included in my resume are a wide range of challenging and exciting experiences that provide me with many insights into your company's procedures. I possess excellent communication skills which I firmly believe to be a most valuable attribute in any managerial position.

Not only do I possess the qualifications you would want and expect for an employee that would perform in a managerial position successfully, I also possess another powerful intangible quality - attention to detail! This is truly my strong suit. I am eager to show that my intelligence, competence, maturity, and enthusiasm will be a positive contribution to your company. I welcome the challenge to perform multiple activities.

I am excited about the possibility of a personal interview at your earliest convenience to further discuss my credentials with you.

Best regards,
 James A. Jobhunter
 (Signature)
 HM: 555-555-0101
 CELL: 555-555-1212

6. IMPORTANT! Clearly and directly ASK for the job interview. Make it easy to contact you immediately.

P.S. Thank you in advance for your consideration in what I have to offer. I look forward to meeting with you shortly and will follow up next week to make sure you've received my documents. If I don't receive a response from you earlier.

Enclosure: Resume

7. Use my 'secret sentence' to flood your calendar with quality job interviews this month!



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Jimmy Sweeney is the president of CareerJimmy and author of the new, Amazing Cover Letter Creator. Jimmy is also the author of several career-related books and writes a monthly article titled, "Job-Search Secrets." Visit Jimmy on the web at Amazing Cover Letters for your 'instant' cover letter today... "In just 3 ½ minutes you will have an amazing cover letter guaranteed to cut through YOUR competition like a hot knife through butter!"

"Remember, you may send this e-book along to a friend or loved one at anytime as long as you do not alter the contents in any way. I truly hope I have lifted your job-seeking spirits and given you that 'push' to land a position you deserve and a job you will love. Always be confident, stay positive and remember to follow up.

Now get out there and make your own luck!"

I wish you the best of success,

–Jimmy Sweeney