



Job Search Letters For Dummies

Joyce Lain Kennedy

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New-style job messages that get you in the door and on your way up

From sparkling cover letters to six-word bios, a fresh bevy of job search letters has grown powerfully useful for successful career communications. *Job Search Letters For Dummies* delivers the quality of New Era know-how you need right now to land good jobs and thrive. Whether you're a long-time professional or a recent college graduate — or somewhere in between — *Job Search Letters For Dummies* has you covered.

Job Search Letters For Dummies covers the gamut of leading-edge topics, including effective strategies for internal career communications on topics such as raises, promotions, and position changes; rules for communicating professionally with texts and networking on social media platforms such as twitter and LinkedIn; fresh and updated communication phrases to voice accomplishments and make job-fit statements; post-interview etiquette and letters such as thank-yous, "hire me" reinforcement notes, interest revival queries; and much more.

- Get hired with 40 types of job letters
- Create short messages for a smartphone world
- Network on social media sites
- Model best letters more than 200 pro samples

Whether you're a long-time professional or a recent college graduate — or somewhere in between — *Job Search Letters For Dummies* has you covered.

A note to job seekers from nationally syndicated careers columnist and author of *Job Search Letters For Dummies*, Joyce Lain Kennedy:

Welcome aboard, job seekers! Thanks for checking out this first guide to *communications-supported job search and career growth* in relentlessly changing technological times.

The right messaging — what you say, why you say it, and when you say it — is as important today to your employment goals as it has been at any time since Leonardo da Vinci wrote the first professional resume in 1482.

Consider recent job-finding history:

- In 1986 fax machines and postal mail were the most popular ways to send resumes and cover letters.
- In the 1990s the Internet boom kicked in with new tools to connect jobs and people: e-mail, websites, cell phones, mailing lists, and online bulletin boards.
- In the 21st century the double-time march of recruiting technology skyrocketed, building a techno-swamp populated with endless ideas of how to connect work and people through smartphones, wonder tablets, apps, and social media for virtual networking.

You're competing in a new world of work out there. If your job search is treading water — or even

drowning— there's a better way. Make a splash! Engage hiring authorities through a communications-centered campaign with smart content.

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