



The Resume Workshop

Over 150 sample resumes, cover letters and resignation letters.
Discover how to get the right job How to write a powerful job-w.

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The Resume Workshop



Cover letters, resignation letters, sample resumes and resume writing support



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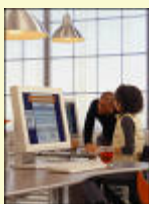
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Resumes, Cover letters, resignation letters, Thank You letters

Resumes, Cover letters, resignation letters, Thank You letters

Cover Letters



Your cover letter is almost as important as your resume. It will be read before your resume or CV. The

cover letter is the very first impression an employer will have of you, so don't blow this opportunity to impress. The cover letter must be clear, dynamic and informative.

[Sample cover letters](#)

Resignation Letters

Resignation letters (like cover letters) need some thought. Even if you are pleased to see the back of your current employer, you need to resign with grace. It could be a big mistake to tell him how pleased you are to go!

[More](#)

Thank You Letters

It is important to send a thank you letter within a day of attending an interview. It marks you out immediately as someone who is careful to do the right thing.

Get every advantage you can over the competition, and your thank you letter could make all the difference in a fine judgement between candidates.

So what should a job interview thank you letter look like?

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Other Job Related Letters

1. Replies to advertised vacancies
2. Speculative cover letters Following a Published or Broadcast Article
3. Speculative cover letters to a Potential Employer where a post has NOT been advertised
4. Fax Cover Sheets for an Advertised Post
5. Follow-Up Letters
6. Networking Letters
7. Offer Acceptance Letters
8. Offer Rejection Letters
9. Introductory Letters Following a Referral
10. Reference Letters

Example Resumes

The downside to using sample resumes to write your own resume is they lack originality and fail to make the best of who you are and what you have achieved.

Every person has achieved things in life which are quantifiable, and can be used to build a powerful resume. The secret is knowing how to do that and we will show you in our [Complete Resume Writing Package](#).

On the other hand, if you insist on taking a short cut (perhaps time is against you), then we have many examples to show

Full Resume Writing Help

The Resume Workshop is determined to provide the best value for money on the web. Everything you'll ever need for the whole job hunting process is provided for you in a single package which you can download immediately.

Follow the guide and write a powerful job-winning resume or CV today.

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How to Find the Right Job

Getting the right job is not just choosing the best that's on offer. It's getting the job that you are absolutely suited to, and where you'll be happy and prosper.

Some people spend a whole career locked into employment which gives them no pleasure at all.

But it doesn't have to be like that and it's never too late to break out for a working life you love.

[More](#)

How to Negotiate a Higher Salary



"While exploring new career options, I asked two neighbors who had

made recent job changes what percentage pay increase they received. I was surprised when one told me 39%. When the second said his new salary was 46% higher, I realized that increases in job changing weren't limited to the 5% to 10% usually given for internal promotions and cost-of-living raises." *(Walter Keller, a consultant with CareerPro, a career consulting firm based in Willow Grove, Pa)*

[More](#)

Interview Techniques



They say it takes an interviewer about 5 seconds to make up his mind about you. Learn the secrets of the experts to make sure you stay on side.

Job Hunting Techniques That Work is available as a free bonus with our [Complete Resume Writing Package](#), the most comprehensive of our products - and it's still less than \$15!

You have skills that employers want. But those skills won't get you a job if no one knows you have them.

Good resumes, applications, and cover letters broadcast your abilities. They tell employers how your qualifications match a job's responsibilities. If these paper preliminaries are constructed well, you have a better chance of landing interviews— and, eventually, a job.

Modern technology has added a new twist to preparing resumes and cover letters. The availability of personal computers and laser printers has raised employers' expectations of the quality of resumes and cover letters applicants produce. Electronic mail, Internet postings, and software that "reads" resumes help some employers sort and track hundreds of resumes. Technology has also given resume writers greater flexibility; page limits and formatting standards are no longer as rigid as they were several years ago. "The only rule is that there are no rules," says Frank Fox, executive director of the Professional Association of resume Writers. "resumes should be error free— no typos or spelling mistakes— but beyond that, use any format that conveys the information well."

However, the no-rules rule does not mean anything goes. You still have to consider what

is reasonable and appropriate for the job you want. Advertisements for a single job opening can generate dozens, even hundreds, of responses. Busy reviewers often spend as little as 30 seconds deciding whether a resume deserves consideration. And in some companies, if a resume is not formatted for computer scanning, it may never reach a human reviewer.

This article provides some guidelines for creating resumes and cover letters that will help you pass the 30-second test and win interviews. The first section, on resumes, describes what information they should contain, how to highlight your skills for the job you want, types of resumes, and formatting resumes for easy reading and computer scanning. The next section discusses the four parts of a cover letter— salutation, opening, body, and closing. A final section offers suggestions for finding out more about resumes and cover letters.

Resumes: Marketing your skills

A resume is a brief summary of your experience, education, and skills. It is a marketing piece, usually one or two pages long, designed to make an employer want to interview you. Good resumes match the jobseeker's abilities to the job's requirements. The best resumes highlight an applicant's strengths and accomplishments.

There are four main steps to creating a resume: Compiling information about yourself and the occupations that interest you, choosing a resume format, adding style, and proofreading the final document. You may also want to prepare your resume for computer scanning, e-mailing, and Internet posting, especially if you are pursuing a computer-intensive field.

Gathering and organizing the facts

Start working on your resume by collecting and reviewing information about yourself: Previous positions, job duties, volunteer work, skills, accomplishments, education, and activities. These are the raw materials of your resume. This is also a good time to review your career goals and to think about which past jobs you have liked, and why.

After compiling this information, research the occupations that interest you. Determine what duties they entail, what credentials they require, and what skills they use. Your resume will use your autobiographical information to show that you meet an occupation's requirements. You will probably need to write a different resume for each occupation that interests you. Each resume will emphasize what is relevant to one occupation. Remember: Even if you do not have many specialized and technical skills, most occupations also require abilities like reliability, teamwork, and communication. These are particularly important for entry-level workers.

The next step is to organize the personal information you have assembled. Most resume writers use the following components.

Contact information. This includes your name; permanent and college campus addresses, if they are different; phone number; and e-mail address, if you have one. Place your full legal name at the top of your resume and your contact information underneath it. This information should be easy to see; reviewers who can't find your phone number can't call you for an interview. Also, make sure the outgoing message on your answering machine sounds professional. If you list an e-mail address, remember to check your inbox regularly.

Objective statement. Placed immediately below your contact information, the objective statement tells the reviewer what kind of position you want—for example, "Seeking a position as an administrative assistant." Some objectives include more detail, such as "Seeking an administrative position using my organizational, word processing, and customer service skills."

Objective statements are optional and are most often used by recent graduates and

career changers. "I like to see an objective on a resume because it shows focus," says Jannette Beamon of Dell Computers' Central Staffing Division in Round Rock, Texas.

But writing objectives can be tricky. A vague statement, such as "Seeking a position that uses my skills and experience," is meaningless. And an overly specific objective can backfire, eliminating you from jobs you want that are slightly different from your objective. If you decide to include an objective statement, make sure it fits the job you are applying for. "Tailoring is expected," says Beamon. "A statement should show that you know the type of work the company does and the type of position it needs to fill."

Qualifications summary. The qualifications summary, which evolved from the objective, is an overview designed to quickly answer the employer's question "Why should I hire you?" It lists a few of your best qualifications and belongs below your contact information or objective statement.

A qualifications summary, like an objective, is optional. It can be particularly effective for applicants with extensive or varied experience because it prevents the important facts from being lost among the details. Most resume writers choose either an objective or a summary, but some use both.

Education. List all relevant training, certifications, and education on your resume. Start with the most recent and work backward. For each school you have attended, list the school's name and location; diploma, certificate, or degree earned, along with year of completion; field of study; and honors received. If you have not yet completed one of your degrees, use the word expected before your graduation date. If you do not know when you will graduate, add in progress after the name of the unfinished degree.

The education section is especially important for recent graduates. Include your overall grade point average, average within major, or class standing, if it helps your case. The general guideline is to include averages of 3.0 and above, but the minimum useful average is still widely debated. Graduates should also consider listing relevant courses under a separate heading. Listing four to eight courses related to a particular occupation shows a connection between education and work. College graduates need not list their high school credentials.

Experience. resumes should include your job history: The name and location of the organizations you have worked for, years you worked there, title of your job, a few of the duties you performed, and results you achieved. Also, describe relevant volunteer activities, internships, and school projects, especially if you have little paid experience.

When describing your job duties, emphasize results instead of responsibilities and performance rather than qualities. It is not enough, for example, to claim you are organized; you must use your experience to prove it.

Job descriptions often specify the scope of a position's duties— such as the number of phone lines answered, forms processed, or people supervised. If you worked on a project with other people, tell the reviewer your accomplishments came from a team effort. Also, mention any promotions or increases in responsibility you received.

Use specific accomplishments to give your experience impact. Note any improvements you made, any time or money you saved, and any problems you solved— for example, were you praised for handling difficult customers? Were you always on time or available for overtime? Did you save time by reorganizing a filing system? Did you start a new program? Mention quantifiable results you accomplished, such as a 10- percent increase in sales, a 90- percent accuracy rate, a 25- percent increase in student participation, or an A grade.

Activities and associations. Activities can be an excellent source of additional experience. "A lot of students in high school or college don't have much concrete work experience," says Alicia Mallaney, a recruiter for a management consulting firm in McLean, Virginia. "They should list their involvement in school or extracurricular activities— employers look for

those kinds of things because they show initiative.”

Activities might include participation in organizations, associations, student government, clubs, or community activities, especially those related to the position you are applying for or that demonstrate hard work and leadership skills.

Special skills. If you have specific computer, foreign language, typing, or other technical skills, consider highlighting them by giving them their own category— even if they don't relate directly to the occupation you're pursuing. “At Dell, most of our applicants list programming and computer application skills in their own section,” says Beamon. “But now, most occupations, even outside the computer industry, require computer skills. People in every industry are listing those skills separately.”

Awards and honors. Include formal recognition you have received. Do not omit professional or academic awards. These are often listed with an applicant's experience or education, but some list them at the end of their resume.

References. Usually, resumes do not include names of references, but some reviewers suggest breaking this rule if the names are recognizable in the occupation or industry. Most resume writers end with the statement “References available upon request.” Others assume reference availability is understood and use that space for more important information. Regardless of whether you mention it on the resume, you will need to create a separate reference sheet to provide when requested and to carry with you to interviews.

A reference sheet lists the name, title, office address, and phone number of three to five people who know your abilities. Before offering them as references, of course, make sure these people have agreed to recommend you. At the top of the sheet, type your name and contact information, repeating the format you used in your resume.

Other personal information. Your resume should include any other information that is important to your occupation, such as a completed portfolio or a willingness to travel. Your resume is your own, and you should customize it to fit your needs. However, some information does not belong on a resume. Do not disclose your health, disability, marital status, age, or ethnicity. This information is illegal for most employers to request.

Tips:

- Good resumes show how your qualifications fit the requirements of the jobs you apply for.
- Most occupations require abilities like reliability, teamwork, and communication.
- Good resume objectives focus on the employer's needs.
- Nonwork activities add experience to your resume.
- Tailor your resume for each occupation or job of interest.
- Use action phrases— not complete sentences.
- Highlight specific achievements.
- Include quantifiable results where possible.
- Identify increases in responsibility.
- Mention special work related skills.
- Identify coursework relating to the employer's needs.

Applications: Fitting yourself to the form

Many jobs require jobseekers to complete an application instead of submitting a resume. But an application is a resume in disguise: Its purpose is to show your qualifications. Assembling the following information about yourself in advance will make it easier to complete applications:

- **Identification.** Be prepared to give your name, address, phone number, and social security number. You may also need to bring proof of identification when you pick up and drop off the application.

- **Employment history.** List the month and year you started and ended each job; your supervisor's name, address, and phone number; your job title, location, salary, and major duties; and your reason for leaving.
- **Education and certification.** Know the name and city of the schools you attended and the year you received your degrees and the name, level, and award and renewal dates of certification.
- **Special skills.** List any special skills you have that are closely related to the job, such as computer applications, typing speed, or equipment operation.
- **References.** Provide the names, phone numbers, and addresses of three or four people who have agreed to recommend you.

When you pick up an application, don't miss an opportunity to make a good first impression. Dress as you would for the job. Politely request two copies of the form, or make your own copies of the original before you start filling it out. Read the entire application before you begin. Then, use one copy as a rough draft and the other as the final product. Use a typewriter or write neatly with black ink.

Answer every question on the application. Write "not applicable" or "none" if a question does not apply to you. Some reviewers suggest answering "will discuss in interview" if asked for information that might disqualify you.

Make a copy of your completed application. If you go back for an interview, take this record with you. Having a completed form will also make it easier to fill out the next one.

Although forms do not offer the same flexibility as a resume, you can still find ways to highlight your best qualifications. For example, you can use strong action verbs to describe your duties. If you do not have paid experience, you can give job titles to your volunteer work or list relevant academic experience, substituting student for job titles.

Computer applications. If you are filling out an application for a computer database, you will want to use keywords and simple formatting— no boldface or bullets. Put the most important information first. Include as much information as you can for each question without becoming wordy or repetitive. The more relevant details you provide, the better your chances of using a keyword that matches an employer's requirements. Before submitting the form, copy and paste your answers into a word- processing program so you can check the spelling.

Choosing a format

There are three main resume formats— chronological, functional, and combination. Each is defined by the way it organizes your experience. Choose the one that shows your experience to its best advantage.

Chronological. This resume type is the most common. It organizes your experience around the jobs you have held. This format is an excellent choice for people with steady work histories or previous jobs that relate closely to their career objective.

To create a chronological resume, list each position you have held, starting with the most recent and working backward. For each position, give the title of your job, name of the organization you worked for, and years you worked there. Next, relate the duties and accomplishments of that job. When describing your jobs, use action verbs, find some way to divide the information into paragraphs, not sentences. Instead of writing "I managed a fundraising campaign," write, "Managed a fundraising campaign." Use strong verbs to begin each statement.

Be specific, but not overly detailed, in describing what you did. Employers say three to five statements are usually sufficient for each job. And no job should have more than four consecutive lines of information under it; large blocks of text are difficult to read. If you must use too many categories.

Your most important positions should occupy the most space on your resume. If you've

had jobs that do not relate to the position you want, consider dividing your experience into two categories: Relevant experience and other experience. Describe the relevant jobs thoroughly, and briefly mention the others. If you have had many jobs, you probably do not need to mention the oldest or least important ones. Just be careful not to create damaging gaps in your work history. For a sample chronological resume, [click here](#).

Because the chronological format emphasizes dates and job titles, it is often a poor format for career changers, people with inconsistent work histories, or new entrants to the work force. For these applicants, the functional resume is a better choice.

Functional. The functional resume organizes your experience around skills rather than job titles. "I often recommend the functional format to students who have not had positions that relate directly to the job they want," says Bryan Kempton, Program Director of the Career Center at the University of Maryland, College Park. "By organizing their experiences around skills, they can connect less relevant jobs to the career qualifications they need. For instance, a job waiting tables can be combined with other examples to show organizational or customer service skills."

To create a functional resume, identify three or four skills required for your target job. For each skill, identify three to five concrete examples to demonstrate that ability. Again, use action phrases— not complete sentences— when writing your list.

Arrange your skill headings in order of importance. If you have a specific vacancy announcement, match the arrangement of your headings to that of its listed requirements. The closer the match between your skill headings and the reviewer's expectations, the more qualified you seem.

The last part of the functional resume is a brief work history. Write only job titles, company names, and employment years. If you have gaps in your work history, you could use the cover letter to explain them, or you could fill them by adding volunteer work, community activities, or family responsibilities to your job list. For a sample functional resume, [click here](#).

Combination. This format combines the best of the chronological format with the best of the functional format. Combination resumes are as varied as the histories they summarize. One variation begins with a chronological format but then subdivides each job description into skill categories. Another variation uses a functional format but, for each example of a skill, identifies the organization where the example occurred.

Tips:

- Chronological resumes organize your experience around the jobs you have held.
- Functional resumes emphasize skills rather than employment history.
- Sprinkle your resume with language found in the position description.
- Use a laser printer and keep the font size at 10 points or above.
- Avoid mistakes by having several people proofread for you.

Adding style

You will create a good impression if your resume is attractive and easy to read. An inviting style draws attention to your qualifications. If you take pity on the reviewer's eyes, chances are better that he or she will spend more time reviewing your resume—and will remember it better.

To make your resume easier to read and copy, print it on white or lightly colored paper. Loud, garish colors may attract attention, but they risk creating an unprofessional impression. Also, use a laser printer and keep the font size at 10 point or above. The reviewer shouldn't have to struggle to read your words.

Design. Good resume writers use design elements strategically. Boldface, large type,

capital letters, centering, or horizontal lines can be used to make headings stand out on the page. Bullets or italics can draw attention to key accomplishments. One inch margins around the page and blank lines between sections will make all the information easier to see.

Any graphics you use should be consistent with your occupation's standards. Graphics appropriate for one occupation might be inappropriate for another. As Tom Harris, a manager at a marketing firm in Minneapolis, explains, "Small design elements are nice—a border or a name and address printed in letterhead style. But large graphics are distracting. They make me wonder if the person would rather be a graphic artist instead of an account manager."

To give your resume a consistent flow, maintain the same style from beginning to end. Every section should have the same design elements. For example, if your education heading is bold and centered, every heading should be bold and centered. In the same way, choose one typeface, such as Arial, Courier, or Times New Roman, and use it throughout. When you have finished, hold your resume at arm's length and examine it. Make sure the type is easy to read and that the material lays out evenly on the page. You may need to experiment with different styles before deciding which you like best.

Length. A long resume is difficult for a reviewer to digest and retain; and, given the volume of resumes many reviewers receive, long resumes are often ignored. Although rules about length are more flexible than they once were, general guidelines still exist. Most students and recent graduates use a one-page resume, other workers use one or two pages, and the very experienced use two or three pages. If your resume doesn't match this pattern, it probably contains unnecessary words or irrelevant information. Eliminate anything that does not help prove you're qualified for the job.

Proofreading

Take time to prepare the best resume you can. You might not be the most qualified candidate for every job, but your resume might be better than the competition. The most common mistakes are simple typographical and spelling errors. Computer spelling checkers do not catch correctly spelled words used incorrectly—"of" for "on," for example, or "their" for "there." You want your resume to stand out, but not for the wrong reasons. Avoid mistakes by having several people proofread for you.

Before you send out a resume, review the vacancy announcement and fine-tune your resume to meet employers' specific criteria. Sprinkle your resume with language found in the position description, paying special attention to your objective and qualifications summary if you have them.

Finally, consider how your resume will look when it arrives on a reviewer's desk. Hastily stuffed, illegibly addressed, and sloppily sealed envelopes do nothing to enhance your image as a neat, would-be professional. If you are faxing your resume, set the fax machine to fine printing mode, and always fax an original. Your resume may have to withstand several trips through a copy machine, so you want it to transmit as clearly as possible.

Going digital

resumes can be formatted for e-mailing, posting to Internet sites, or scanning. These digital resumes include the same information other resumes do, and they come in the same varieties—chronological, functional, or combination. But digital resumes use simpler, technologically friendly formatting, and they emphasize keywords. This section describes two types of digital resumes: Plain text resumes that can be e-mailed to employers or posted to databases and scannable paper resumes that can be read by computer optics. To learn how to turn your resume into a Web page, visit Internet sites, such as those listed at the end of this article.

Plain text resumes. resumes that are e-mailed or posted to Internet databases are designed

for computer use. These resumes must be written using the American Standard Code for Information Interchange (ASCII), also known as plain text. Plain text contains no special formatting codes, so every computer can understand it.

To create a plain text resume, open your existing resume document with a word processing program, and save it as a text or ASCII file. This will eliminate formatting codes. You can use the computer's built-in text editor application, such as Notepad for Windows or Simpletext for Macintosh, to edit the resume.

The success of your resume depends, in part, on the number of keywords it contains—the number of times its words match the words requested by a manager. You can add keywords to your resume by scrutinizing job announcements and, where appropriate, copying their exact words when describing your skills. Fill your resume with important nouns the computer will recognize, such as professional organizations and industry jargon. Each abbreviation you use should be followed by the phrase it stands for, with the exception of B. S. and B. A. for Bachelor of Science and Bachelor of Arts.

List every keyword that applies to you; do not expect the computer to infer. For example, don't simply write "word processing: Microsoft Office." Instead, write "word processing: Microsoft Office, WordPerfect, Microsoft Word, Excel, and PowerPoint." Rules about length are relaxed for digital resumes. Some career counselors even suggest adding a keyword paragraph to the top of your resume, but others do not believe such paragraphs are useful.

Writers of plain text resumes should not use any characters or formatting not found on a standard keyboard. Boldface, italics, and underlining are unavailable, as are tabs, bullets, and multiple font sizes. But alternative attention-getting devices are still useful; asterisks and plus signs can replace bullets, rows of dashes can separate sections, and all capital letters can emphasize headings.

The word wrap function is also disabled when writing in ASCII. Words will not automatically move from one line to the next. Instead, you must hit the enter key at the end of every line. A line should hold only 65 characters, or it may not fit on the reviewer's screen. To be certain your line lengths are correct, count characters and use a standard-width typeface, such as Courier. Times New Roman is not a standard-width typeface, so 65 of its characters will not always translate to 65 of the reviewer's characters. For a sample plain text resume, [click here](#).

Before e-mailing your resume to an employer, e-mail it to yourself and a friend to see how it transmits. That way, you may be able to uncover some formatting errors. When an employer asks for an e-mailed resume, never attach a word-processed document unless specifically requested to do so. Employers may not be able to open a word-processed document. Even if they can, they may not want to risk receiving a computer virus. Always send your cover letter and resume as text in a single message. If you are responding to an advertisement or job posting, use that posting as the subject line of your message.

You can also post your plain text resume to Internet databases and apply instantly to thousands of companies. When you do this, the posted resume becomes public information. Take precautions, such as omitting your home address and the address of your current employer. The Internet can be part of a complete job search effort, but it should not be your sole job searching technique. Most companies still do not use Internet recruiting.

Scannable resumes. Many large companies, and a growing number of small ones, use computers to sort the hundreds of resumes they receive. These companies scan paper resumes into a computer database. When managers need to fill a position, they program the computer with keywords that describe the qualifications they want in a candidate. The computer then searches its database for resumes that include those keywords. The resumes with the most matches are forwarded to the managers.

This new technology is good news for jobseekers. Now when these companies put your resume on file, your qualifications are ready and waiting to be electronically retrieved, not languishing in a desk drawer. Before you submit your resume to a company, call the company to find out if it scans. If it does, you will need to make sure your resume's design is computer friendly.

Stylistic touches that are easy on a human's eyes may not be so easy on a computer scanner. resumes that will be scanned should be devoid of any graphics or formatting that a computer might misinterpret. The following steps will increase a scanner's ability to read your resume:

- Use nontextured white or offwhite paper with black letters.
- Choose a well- known font such as Helvetica, Arial, or Courier.
- Pick a font size of 10 to 14 points, and do not condense spacing between letters.
- Do not underline or italicize text, and do not use asterisks or parentheses. Modern systems can understand bold, but older systems might not. You can still distinguish headings by using capital letters.
- Avoid boxes, graphics, columns, and horizontal or vertical lines.
- Put your name on its own line at the top of each page. Also, give telephone numbers their own lines.
- Do not staple or fold your resume.

Tips:

- resumes can be formatted for scanning, e-mailing, or posting to Internet sites.
- Digital resumes use simple, technologically friendly formatting.
- Digital resumes emphasize keywords.
- Plain text resumes should not exceed 65 characters per line.
- E-mail a plain text resume to yourself and to a friend to test the way it transmits.

Cover letters: Introducing yourself

Every resume you send, fax, or e- mail needs its own cover letter. Sending a resume without a cover letter is like starting an interview without shaking hands. The best cover letters spark the employer's interest and create an impression of competence.

Cover letters are an opportunity to convey your focus and energy. "If you don't have a lot of experience, use the cover letter to show you have enthusiasm," says Sharon Swann, manager of administrative services for a management consulting firm in Menlo Park, California. "Writing a strong cover letter and then calling to follow up shows the employer you have drive and interest." Although you should feel free to consult references and models, use your own words when writing a cover letter; don't mimic another person's writing style.

Parts of the cover letter

Cover letters should be written in standard business format with your and the reviewer's addresses at the top and your signature above your typed name at the bottom. (E-mailed cover letters do not include mailing addresses.) All letters should be single spaced, flush left, with each paragraph followed by a blank line. Use professional, polite words. Revealing your personality is fine, as long as your style conforms to business protocol. For a sample cover letter, [click here](#).

Most cover letters are two or three paragraphs long. Every cover letter should fit on one page and contain the following four parts: Salutation, opening, body, and conclusion.

Salutation. Whenever possible, send your letter to a specific person rather than to an office. Consider how differently you respond to a letter addressed to you, as opposed to one addressed to "Occupant." If you do not know whom to write, call the company and ask who is hiring for the position. Check that the name you use is spelled correctly and the

title is accurate. Pay close attention to the Mr. or Ms. before gender- neutral names. Finally, use a colon after the name, not a comma.

Opening. The first few sentences of your cover letter should tell the reviewer which job you are applying for and the connection you have to the company. If someone the reviewer knows suggested you apply, mention that recommendation. If you are responding to an advertisement, refer to it and the source that published it.

Your knowledge of the company might give you another opportunity to connect yourself to the job. You could briefly describe your experience with its products, cite a recent company success, or refer to an article written about the company. But don't go overboard; save specifics for the interview.

Body. The next portion of your cover letter is a brief explanation of your qualifications. Don't simply repeat your resume; summarize your most relevant qualifications or provide additional details about a noteworthy accomplishment. Address the employer's requirements directly, and don't be afraid to use special formatting to your advantage. "One of the best cover letters I've ever received," says Tom Harris, a manager at a Minneapolis marketing firm, "included a chart with my requirements on the left and the applicant's matching qualifications on the right."

You can also use the body of your cover letter to address gaps in your work history or other problems evident on your resume. But do not volunteer negative information unless you must. Always maintain a positive, confident tone.

Closing. In your final paragraph, thank the reviewer, request an interview, and repeat your home phone number. The closing is your chance to show commitment to the job. If you tell the reviewer you plan to call, make sure you do it. "It really impresses me when someone takes the step to call and follow up," says Vin Vu, former Director of Sales and Marketing for a company in Spokane, Washington. "You have to be aggressive and continue to keep your name in the interviewer's mind."

Tips:

- Every resume you send, fax, or e-mail needs its own cover letter.
- Every cover letter should fit on one page.
- Send your letter to a specific person rather than to an office whenever possible.
- The first few sentences tell which job you are applying for.
- Briefly explain your qualifications without simply repeating your resume.

For more information

Learn more about writing resumes and cover letters by consulting the many sources of information available on both subjects. One of the best places to go is your local library, where you can read a variety of books that match your needs and preferences. Some books give general advice and instruction, some address specific problems or occupations, and others are a compendium of sample resumes and cover letters. Be careful to choose recently published books. resume standards change with time.

Look in the Occupational Outlook Handbook for information about the job duties, working conditions, and training requirements of many occupations. The Handbook is available online at <http://www.bls.gov/oco/> and can also be found in most libraries and career centers.

Visit the counselors at your school, career center, or State employment office. They have resources and advice to help you choose an occupation; write resumes, cover letters, and applications; and develop a job searching strategy. State employment offices offer free advice and computer access to people who are unemployed. To find your State office, call (202) 219- 5257 or write:

U. S. Employment Service
200 Constitution Ave., NW
Washington, DC 20212

The Internet is full of resume writing advice— but remember, websites are not filtered for accuracy or timeliness. Some established sites are:

- JobStar: resumes and Cover Letters,
<http://jobstar.org/tools/resume/index.cfm>
- The Riley Guide,
<http://www.rileyguide.com/>
- Rebecca Smith's Electronic resumes,
<http://www.eresumes.com/>
- The Quintessential Guide to Career Resources,
<http://www.quintcareers.com/>

Another option is a commercial resume writing service. The Professional Association of resume Writers, established in 1990, has about 1,000 members. For a fee, professional resume writers help jobseekers write resumes and cover letters. Many of these professionals offer student rates, but fees may be higher for people with longer work histories. For a list of association members, visit the association website at <http://www.parw.com/> or write:

The Professional Association of resume Writers
3637 4th St., Suite 330
St. Petersburg, FL 33704

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Cover Letters

Don't Blow Your Chances With a Lousy Cover Letter

"Let Your Cover Letter Make a Powerful First Impression"

Types of Cover Letter

There are many types of cover letters and it is important to send the right one. You must expect to cover your resume with a different type depending on the form of application. The following factors would color your choice of letter, and each must be carefully considered:

- Are you replying to an advertised vacancy?
- Are you sending a speculative application?
- Was the post advertised generally or by word of mouth?
- Are you responding by email or by mail?
- Have you been asked to respond by fax?

For example: -

Sample Fax Cover Letter for an Advertised Post

facsimile cover letter

To:	Maria Crane	Fax:	(206) 555-7639
From:	Robert Singleton	Date:	12/24/2010
Re:	Resume for Robert Singleton	Pages:	2

The _____ position you describe in your recent advertisement in the _____ is exactly the type of position I am seeking! With my _____ experience, I know I can be an asset to many of your clients. In addition, I _____.

I would like to discuss the requirements and qualifications for this position further. I will contact you next week to arrange a time when we can get together to discuss how I can be of benefit to your organization.

[Click Here to obtain over 150 sample cover letters of all types](#)

Whenever a resume is sent by mail, a cover letter must accompany it. The cover letter is your opportunity to make an immediate good impression of yourself, much as you would if you walked into the room for an interview nicely dressed, confident, and poised. It is a chance to set yourself apart from the other applicants -- it's your first opportunity to sell yourself.

Over 150 examples of cover letters, resignation letters, thank you letters and many others related to employment and changing your job [can be obtained here](#).

What goes into a cover letter?

The basic content of a cover letter includes the same basics as any business letter, plus other specifics such as:

- Your name and address (unless it is already in your personal letterhead);
- The date;
- The name, company and address to whom you are sending your resume;
- A salutation;
- An opening paragraph explaining why you are writing;
- A middle paragraph(s) highlighting why you are an outstanding applicant;
- A closing paragraph requesting an interview;
- A closing, such as "Sincerely" or "Yours Truly," with your signature.

It sounds easy, but there's got to be some tricks...

Not tricks, but there certainly are some tips. Here are a few basic ones:

- Cover letters should be individualized and written for the specific organization and/or position. Do not write one cover letter and send it to everyone.
- Cover letters should highlight *your* special qualifications and talents. Don't copy an example you find in a book or online. Use examples to give you ideas.
- It should go without saying, cover letters should be perfect! No more than you would walk into an interview with a run in your stockings or a gravy stain on your tie; should you send a cover letter (or your resume, for that matter) with spelling errors, typos or poor grammar. Do not count solely on your computer's spell check. Carefully proof read it and then have someone you trust proof read it.
- Be clear and concise in your writing. Avoid phrases such as:
 - *"I am writing at this time..."* What other time is there to write?
 - *"I am anxiously awaiting your reply."* Anxiously means nervously; don't you really mean eagerly?
 - *"Owing to the fact..."* "Since" is cleaner, clearer and more concise.
 - *"This is the subject which..."* Try using "this subject"
 - *"There is no doubt but that..."* Instead write "doubtless" or "no doubt".

- Keep your cover letter to one page.
- Put yourself in your reader's place. What will make them sit up and take notice. Are you a problem solver? How can you contribute to their organization? What is really *special* about *you* that is going to *help* them?

[Over 150 example cover letters may be obtained here](#)

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Author of Make Your Site Sell!

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Now you just need to know...

- **How to pull it out of your brain**
- **How to publish it**
- **How to sell it on the Net**

In other words, how to **Make Your Knowledge Sell!**

By no small coincidence, **Make Your Knowledge Sell!** is the title of the book that Monique Harris and I have written... a proven system for creating, publishing and marketing your infoproduct, yourself.



[In a hurry? Click here for the 3-minute tour.](#)

"Make Your Knowledge Sell!" makes it possible for Y-O-U to develop and sell your infoproduct!

My co-author Monique Harris started out pretty much like you. She didn't use rocket science to achieve her tremendous e-publishing success.

In fact, not so long ago, Monique was an ordinary receptionist. But she wanted to learn more, and **do** more. A college dropout... but sincerely interested in **searching herself for knowledge** and capabilities that other people wanted, too.

So Monique wrote her first book, fine-tuned it, promoted it... and within two short years (well, they seem short now!) she was profiting daily from sales on the Internet -- and had become an infopreneur and speaker earning \$100K+ a year.

Now she's joined forces with me to publish this fantastic guide that enables other "ordinary" people to do exactly what she did. (Although, as you'll see... no one is really "ordinary," right?).

MYKS! shows you **clearly**, and **exactly**, how to publish your infoproduct. Then it shows how to build traffic that will **buy** from **you** on the Net. Absolutely **everything** is in **MYKS!**, from brainstorming to automating your order-processing (details further down).

It's **all** here. So, to answer the question that so many people ask...

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Yes, you can sell your book!

But first things first... How do we **know** you have in you something worth reading -- something people will **pay** for?

If Monique Harris found it, you can!

Consider these few examples... taken from the experience of other "average" people (or at least, they **thought** they were average)...

A housing contractor, considering semi-retirement, is looking for an easier line of work. E-publishing sounds interesting, but he's spent his entire professional life with his head in blueprints. What could he possibly have to offer as an author? Hello? He's a **walking gold mine** to any homeowner or potential homebuyer! Like **very few others on this planet**, he knows what contracting scams to watch out for... how to get lumber at cost... traps to avoid... checklists galore for doing just about everything in home construction... and much, much more. Sell it, fella!

MYKS!

*Wow, this is fantastic! I just finished chapter three and did some brainstorming and am just **amazed at all the potential** that you have opened up to me. I can write all kinds of books on how to fix it and remodel, and do a newsletter to contractors with new ideas and products. This is absolutely great. Pass on my HUGE thank you to Monique. Got to go now...it's time for chapter 4. Thank you!*

Jon DeJong, Contractor
Renovation site and infoproduct coming!
jdejong@ndnet.net

 [more feedback](#)

A middle-aged woman is looking for an income stream that she can pursue from home, because she spends a lot of time taking care of her parents who live with her. She knows she has the energy and interest to become an e-author, but what to write about? What to write about?!! She knows **more** than 99% of the population does about **living with and caring for elderly parents** -- and with today's aging population, that's a book market that's **growing daily!**

Other examples... Where have you traveled, what did you learn, and what mishaps can you help others avoid? Yes, there are already hundreds of travel books -- but who needs a huge book on an entire continent when they're only visiting the locale you know so well? For that matter, **who knows your own city better than you?** Wouldn't you love to show it to tourists and business travelers yourself? Do it! **Twenty-seven years old and like to bar-hop?** Create **your** ultimate insider's guide to the best spots in town.

What problems have you faced, or what mistakes have you made? How did you solve or fix them? What would you have paid to avoid them? What did you learn? **Present and promote your knowledge properly, and others will pay to learn from your experience.**

Still looking for **your own example** for this list? There are so many possibilities that the mind boggles. **Make Your Knowledge Sell! (MYKS!)** shows you how to find **your** special niche. Here's just one more real-world example for now...

How long have you been in your business? 10, 20, 30 years? **You've learned so much, so gradually, you don't realize how much you know!** It's a lifetime of information that people will pay for! **Get started writing now!!!!**

Everybody has literally hundreds of starting points!

All you need is some **guidance** and a **plan of action** that you can follow.

And we're **not** talking about just coming up with a few hopeful ideas. We're talking about creating a fertile, fully developed **idea farm!**

More on that in a bit. But first...

MYKS! is the complete package

Let me emphasize that **MYKS!** covers **far** more than finding your subject. It's the entry point to a **true infopublishing business**. Our entire book supports you with a robust, step-by-step, "**yes-we've-thought-of-everything**" approach to publishing.

What are the questions...
... and the answers?

How do you brainstorm exciting ideas?... How to develop and publish it?... How do you promote it?... Who will read it?... Will it sell?... How should you process orders and "ship" your infoproduct over the Net?

The answers are what makes **the difference** between "wannabe" and "highly profitable author and **Internet infopreneur.**" If average-person Monique Harris can make that leap...

... you can do it, too!

That's why Monique's book is so special...

Remember, Monique started out just like you.

Just as you will, she discovered that people wanted to learn about what she already knew. All self-taught. Self-promoted. And she's pocketing the profits herself, too.

Of course, you will have one huge advantage that Monique did not... you will have her book!!

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Monique's book provides years of street-fighting experience. Without the hard knocks.

In **Make Your Knowledge Sell!**, you will **instantly** benefit by having knowledge that took Monique Harris **years** to acquire.

Monique presents her wisdom in a fun, easy-reading, person-to-person style. And in a way that makes it easy for the "average" person to follow.

**Pearls from a street-fighter.
No deep diving required.**

With **MYKS!**, she's pulled it all together into **one comprehensive package** that walks you through the entire process of selling what's **in your head**.

Monique and I show how to...

- pinpoint what you know,
- find out who else wants to know it, and
- create an infoproduct that those other folks will buy.

And then...

- sell it successfully, again and again.

What's more, **this is the stuff that works** -- but we'll **also** help you **avoid the mistakes**, so you won't have to go through all the mind-numbing, time-robbing, profit-sucking trial-and-error.

And in every part of the book, there's a fortune's worth of up-to-the-minute online resources, tools, and income-building links that rise to the surface. Here's what Monique e-mailed to me when she sent her first draft...

Hi Ken,

Ken, I've been lecturing and writing on this subject for years. I didn't think I could put it all into a single book, but here it is -- the whole process, so that anyone can follow in my path, step by step!

Regards,
Monique

All you have to do is read it. And heed it. If you do, I **guarantee** Monique's collected knowledge will enable you to **Make Your Knowledge Sell!**

Now, more about that idea farm I promised...

What's different about this book? It gives you a "brain shovel," not just a brain "dump"...

How do you **start** writing your own book, so you can begin to profit from it on the Internet? What you need is a "brain shovel".

This is the key -- **Make Your Knowledge Sell!** is a **brain shovel, not a brain dump!** Isn't that why you haven't written your first book already?

So many people are simply **overwhelmed** by that initial question... What to write about? Then, where do you start? How do you take that big pile of info and give it form and turn it into a genuine infoproduct? And finally, how do you sell and ship it?

Just ask Monique. As she did it, she learned. And...

... Bingo!

Remember what I said about not realizing how much you have learned? She realized! And she put all that knowledge down in this book.

MYKS! has all the powerful techniques she developed for **focusing on saleable subjects within you.**

Not only did she learn by doing it... she **did it again.** And again.

Let's get you started right now...

- What is it that you love to talk about? A hobby? What do you do for fun and games?
- What do you do day after day, without even thinking about it (like, child-rearing) -- think about what you tend to do in a typical day, and what you've learned from it.
- What sections of a book store or a magazine shop do you automatically gravitate toward? What kind of TV shows do you tend to like most? Movies?

Still drawing a blank? Here are a few examples of "starting points" to get your neurons firing...

Got the idea? GREAT! Monique's exercises go much further to strengthen and push the envelope. But **see how far you've come already?**

This could be the start of something **big**...as in "**big selling**"!

Now let's take your subject and build it out to **book size**...

[SiteSell Home](#) | [Affiliate Program](#) | [Site Build It!](#) | [Free E-zine](#) | [Order Now](#)

What else is in MYKS! for you?

A thousand ways to stretch your knowledge into a product worth thousands of dollars!

Once you've got the subject, Monique maps the entire infopublishing field for you, so you can take the ball and run.

She covers infoproducts from every angle, so whatever your style of thinking and working, **MYKS!** is perfectly matched to you. There are action steps, references and resources, worksheets, checklists, starting points for "blue sky" thinking, the works.

Let's look at a few excerpts from the table of contents

As the comprehensive resource on infoselling, **MYKS!** weighs in at 337 pages. Consider what you'd learn (and profit!) by going to these pages alone!...

- **Pulling Profitable Ideas... From Thin Air**
Six detailed Idea-Generating Exercises for identifying subject matter in your own knowledge and the world you move in everyday.
- **How To Package Your Pearls**
Should you publish a manual, a booklet, e-book, video, audio tape, newsletter, conduct seminars, or what? Learn the best format for you and your target market, and how to package your knowledge like a pro!
- **Put Some Meat on Them Bones!**
Time-efficient ways to research your topic, fill out your own knowledge and become **the** expert in your field.
- **How to Turbo-Boost Your Output**
Methods and tools to make you more productive.
- **Name That Infoproduct...**
Your Title Can Make or Break You!
- **From First to Final Draft...**
How to polish it till it shines, and important elements that are often overlooked.
- **Fending Off the Info-Bandits**
What you need to know about copyright protection and handling competition.
- **Preparing to Sell and Ship**
How to build a bundle that **sells!**... Distribution smarts... **We've included a special section** on how to process orders, clear credit cards, and ship your product -- all automatically. Zero effort. Maximum sales.

And much more... Including the most comprehensive, innovative ways to market and sell your infoproduct.

Marketing? Selling? Isn't that expensive?

Quite the contrary! We show you how to do everything professionally, but on a shrewd, **shoestring** budget. Using the techniques in **MYKS!**, you **don't** have to be a millionaire, or already famous, or have a friend loaded with "seed money", or a relative in the publishing business... All you need is **MYKS!**

MYKS!

*Wow! Monique Harris and Ken Evoy - what a team!
I know you believe in OVER-delivering, but I was
staggered to see just how far you've gone this time.
The "Make Your Knowledge Sell!" package is **the
must-have Bible** for anyone info-selling on the Web.
Congratulations!*

Allan Gardyne, Publisher of Associate Programs Newsletter
<http://www.associateprograms.com>
allan@AssociatePrograms.com

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Want to see more? Glad to hear it! [For the entire Table of Contents, click here.](#)

Incidentally, there's something even this Table of Contents doesn't fully show. And that's the "**Ken's Comments**" that I've added throughout the book.

People who are familiar with our SiteSell! products know that I truly believe in OVERdelivering, and **MYKS!** is no exception. Everywhere I could, I've inserted these additional tips based upon my own experience.

Tips from **Monique**. Tips from **me**. And a wealth of information from us. Working in tandem, we've carefully prepared it all for maximum usability by you. **Welcome to the team!**

Everything is here. Really, all you have to do is...
read it...
and do it.

Just like Monique did...

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Except, you have one huge advantage!

From Day One, **Make Your Knowledge Sell!** puts you **light years ahead** of Monique's own starting point. And, if she became a successful, profitable author, I know **you** can. **Guaranteed.**

At her own site, Monique previously sold a set of printed manuals about infoselling for \$269. It was an awesome collection, loved and used by all who bought it. But here's what Monique e-mailed when she sent me her final draft of **MYKS!**

Hi Ken,

I thought I had just about everything in that \$269 kit. And even more in my first draft of **MYKS!** I couldn't believe how much more you wanted. You're a real "demon" about content. It was a challenge, but I've done it. **MYKS!** is four times the content, but at a lower price.

Ken, are we crazy?

Regards,
Monique

No, we're not crazy. I know there are thousands, hundreds of thousands of people who can use **MYKS!** productively if we make it affordable.

With **MYKS!**, you have the know-how, and you have the tools.

Don't be surprised if you see **me** in line for your product... 😊

As you'll see in a minute, we not only guarantee you'll love the book, **we guarantee you'll succeed!**

But I would be crazy to guarantee your success if I didn't give you **every possible tool**, help you **every step of the way**. So, to make sure you have **all** the tools you need, I've assembled for you...

The Complete Infopreneur's ToolKit.

All the tools you need to become a completely successful infopreneur.

Tool #1: Make Your Knowledge Sell!

What more can I say about it?

It's already becoming the bible on how "everyman" / "everywoman" can write and publish profitable infoproducts.

What book could possibly compete? Well, "compete" isn't exactly the right word, but, young Skywalker, there **is** another...

Tool #2: "eBook SECRETS: How To Create & SELL Your Own Profitable eBooks On The Web", [by Ken Silver](#)

We're including **this 420-page best-seller** because Mr. Silver's massive book works with **MYKS!** wonderfully.

Ken Silver is an old hand at marketing, formally trained in it before going out on his own, and with a long history of **off-line** direct mail success. Ken is more conservative, has a different perspective, and has a lot of his own valuable ideas. Monique is more "youthful passion," I guess you'd say.

MYKS! and **eBook Secrets** are a perfect fit for each other -- like **two hands pulling together**. Want to double-check something? Need a second expert opinion? Ken's book, **newly updated** for **MYKS!**, is what to pull out of your ToolKit.

Tool #3: 186 Places To Promote and Sell Your Information Product Online

Promotional strategies that get the blaze going. Knowing how to promote your information product is **the single most important skill** for successfully generating sales galore. It's like the match that you drop onto lighter-fluid-soaked coals.

Use this tool to promote your infoproduct like a rifleshot... er, make that a flamethrower!

How hot you want to make that fire is **entirely up to you**.

All the legwork has been done. **Everything you need to know** to make each resource work for you.

Monique used to sell this tool herself. It was a key part of her \$269 collection of printed manuals. Now it's a tool in **your** toolbox.

Tool #4: 120 New Places To Promote and Sell Your Information Product Online

New and updated, these income sources are totally hot! As soon as Monique and I agreed that her "186 Places" simply **had** to be in our **MYKS!** package, she immediately decided to supplement it with new places and some significant updates.

A total of over 300 resources...

... No mere bookmarks, either -- you'll get **detailed descriptions and strategies** for using other people's online bookstores, newsletters, e-book publishers, discussion groups and other infoproduct-specific resources to **light your promotional fire!**

Tool #5: The Online Infoseller's Jump Start Kit

Here's the meticulous planning document every infopreneur should have. Most people simply never get around to creating something like this for themselves. Their loss, your gain. Because here it is, an irreplaceable reference document, ready and waiting.

What's in it? An organized collection of planning tools and reminders that make it virtually impossible for you to go wrong.

- comprehensive checklists for designing Web sites, creating e-zines, and other information products
- Weekly Action Plans
- Master Marketing Module
- Weekly Progress Report Form
- templates, guides, and more.

All of the tools in the **Jump Start Kit** integrate with one another. They all add up to a system within the **MYKS!** system... a proven and powerful resource that **gets great results.**

It's **so** valuable, Monique still sells the printed version of the **Jump Start Kit** for US\$87 from her site. She wrote me...

Hi Ken,

I know that including this is going to cut into the number of \$87 sales at my own site, but I agree -- if the **MYKS!** package is to be the single best resource for creating marketing and selling infoproducts on the Net, the Jump Start Kit simply **has** to be in it! It's such an **essential tool for success!**

Regards,
Monique

Agreed. You simply can't, and **won't**, omit anything important if you do this. All you have to do is check it. And do it.

What could be more valuable than that?

Glad you asked...

Tool #6: My special Report on Reprint Rights, including a professionally written Reprint Legal Agreement

Reprint rights income made easy... whether you're buying or selling!

Some people aren't familiar with the reprint rights concept -- I certainly wasn't so let me briefly explain.

There are a lot more people who want to sell a book than have the know-how or interest for writing one. **Sell them the reprint rights to your infoproduct.**

Depending on the topic and the audience, you could get up to **\$1,000** from each person who wants to purchase the rights. If you set a maximum of 30 people who are allowed to buy reprint rights, that's a quick \$30,000 in your pocket!

Create three infoproducts a year, and this adds up to a pretty good annual income. My report shows you how -- this is totally original material that you will read **only in this report**.

On the other hand, let's say you want to **buy** reprint rights. The special report shows you how to find them, negotiate and buy them, and then improve and package them, in totally original and uniquely profitable ways. Again, these techniques are described **only in this report**.

Right now a small number of sophisticated professionals do this on a regular basis. I do it. Ken Silver does it. You can do it, too.

But whoa! Look what I've found...

I was surprised -- no, I was **flabbergasted!** -- to find a lot of people buying and selling rights **on a handshake basis**. This is admirable, but when I told my lawyer about this, he started spinning in his grave -- er, crypt. Whatever.

Listen, the point of all this is to publish your e-book in a **professional, profitable** way. It wouldn't be professional of **me** to let you negotiate rights worth thousands of dollars without an appropriate legal agreement. After all, if you treat this right, you are really buying or selling a business.

So, with the benefit of all our collective experience, and after about \$1,000 worth of my lawyer's time, we drafted a professional general-purpose **Reprint Agreement** that you and your own legal advisor can use to tailor to suit your own needs. Use it to help protect yourself whether you're buying reprint rights or selling them.

You won't find this agreement anywhere else on the Internet!

This special report, with all its unique buying and selling strategies and with the professionally drafted agreement, is **more** than another tool in your ToolKit. It's an **entire pull-out drawer** of devices to use!

Tool #7: The MYKS! Automation Manual, including a \$500 Software Coupon

Picture this...

You've followed the guidance in **MYKS!**, you've published your infoproduct, people are coming to your website.

Now the key is automating your order-processing and delivery. Automation is where your business really takes off!

Automation is a mystery to most online entrepreneurs. But it's so important that we've **created a separate manual** just for this. No matter what your personal situation or resources, this manual points you in the right direction for automating.

For example...

- Are you the kind of person who would like to control your own business from A to Z? Automating could cost you \$5,000 - \$10,000. But we've put together an **exclusive** deal with a company that automates your whole online order-taking and delivery process. It enables you to sell your infoproduct automatically, with zero effort from you. With the **MYKS! \$500 coupon**, the cost will be **exactly** \$1,000 for those **MYKS!** owners who want to keep it all "in-house." Want to grow your infobusiness even faster? The installation even includes your own

affiliate-management software. (We have **no** financial relationship with this company and every other one of their customers pays \$1,500 for the **same** installation.)

If automating on your own is beyond your reach or simply does not interest you, the manual really comes into its own. It tells you exactly how to automate order-processing-and-delivery, **no matter what** your personal resources, abilities, and desires...

- Can't get your own merchant account? No problem. After you read the manual, you'll blow past this barrier.
- Want another company to do it all for you? Sure. We'll show you the best companies to use.
- Do you have your own merchant account and are simply looking for a good third-party company to handle the technical side? Right. We've got this covered.

Here's the bottom line. No matter **how** you want to do it, you can! No matter what your situation, the Automation Manual frees you up from the menial tasks so that you can focus on the interesting stuff.

Tool #8: A free half-hour personal telephone consultation with Monique Harris!

You've read her advice, followed it, and you still have a question? Ask her yourself! Save this phone call until you've gone completely through the book, checked the rest of our ToolKit, and have some **really good** questions! **Get your half-hour's worth!**

Do I really need to say that this part of the offer is for a limited time? Everybody says that, but here the reason is pretty obvious... Monique will quite likely be swamped.

Monique Harris is a personable lady who enjoys teaching and helping others succeed.

But she's only human, and any half-hour could be worth hundreds of dollars to her (and to you!). There's only so much time in the day. So we might have to remove Monique's time from the ToolKit very soon.

If you buy today, though, there's **no time limit** on when you can take advantage of this opportunity. The right to one free half-hour consultation is yours.

Now **that's a complete ToolKit!** No matter what you need to run your infoproduct business, just reach in and the right tool is there.

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Undecided?

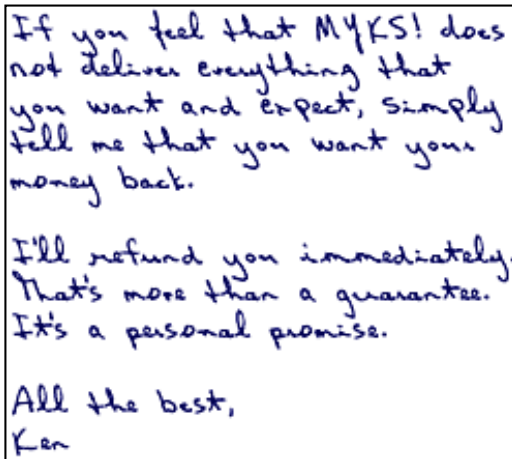
**Order the package now...
Make up your mind anytime!**

**If you ever decide you don't like it,
just ask for your money back. Whenever.**

I **want** our customers to have very **high expectations**. A nose for quality is a good trait for achieving success. So if **Make Your Knowledge Sell!** and the rest of our Success Package isn't **everything** that you are expecting, ask for your money back **at any time**. No reason needed. No questions asked.

How do you know you'll get the refund?

I want **you** to become a self-reliant infopublishing success. **MYKS! OVERdelivers.** I'm only happy if **you** are raving-happy with it. So here's my guarantee to you...



If you feel that MYKS! does not deliver everything that you want and expect, simply tell me that you want your money back.

I'll refund you immediately. That's more than a guarantee. It's a personal promise.

All the best,
Ken

And there are...

- **no** time limits
- **no** exceptions
- **no** reason required.
- **no** strings of any kind.

And, just to put **teeth** into the guarantee, ask...

...The Better Business Bureau

We are members in good standing of the **BETTER BUSINESS BUREAU** ("**BBB**"), an internationally respected, non-profit consumer protection organization.

I will always honor this guarantee.

Now let's say I refused someone (I wouldn't, but let's "just say"). That person would report us to the BBB. Please call them at 514-286-9281. Ask them about our company (SiteSell.com -- quote them company number 7048) -- you'll see that our record is spotless.

Now let's go one step further.

When have you seen **anything** like the guarantee I'm going to describe next?...

**We guarantee
your own infoproduct
will be successful!**

I **know** you'll **love MYKS!**. So let's go way past guaranteeing that you'll **like** the book... We **also** guarantee that you'll **succeed** when you **use** the book. In fact...

**You will gross at least
1,000 times
your purchase price
within two years, or
we'll refund 10 times
what you paid for MYKS!**

That's right -- **10 times your money back** if you fully use the strategies of the **MYKS!** package over the next two years and you don't pull in at least **1,000 times** your purchase price. There is only one single, simple, **common-**

sense condition (that protects both of us)...

Make a full, honest effort over the two-year period. Use all the relevant techniques, tools, suppliers and devices in the Complete ToolKit, as appropriate.

That's it.

Like any other business, success at infopublishing requires some dedication and effort in the **right direction**. If you provide the dedication and effort, I know **MYKS!** provides the right direction.

**What value do you put on
an investment in knowledge
that turns into a
lifetime of income-earning skill?**



**It's complete. Guaranteed forever.
And all under your control.
[Order this extraordinary package now!](#)**

How big a value is the **MYKS!** ToolKit? Let's review...

MYKS! is a comprehensive action plan... everything for starting and building a **successful infobusiness**... presented in a highly readable (even fun!) format, in step-by-step fashion... and it contains **all this...**

- **Make Your Knowledge Sell!**
- **eBook Secrets**
- **186 Places to Promote and Sell...**
- **120 New Places...**
- **Online Infoseller's Jump Start Kit**
- **Special Report on Reprint Rights**, including prototype legal agreement
- **Automation Manual with \$500 coupon**
- **A half-hour personal consultation** with Monique Harris
- **Satisfaction Guarantee**
- **"You Will Succeed" Guarantee**

Consider what this would cost if available separately...

- There's **MYKS!** itself... more knowledge in a single book than you would acquire in a month of **\$1000 seminars!**
- The ToolKit also includes Monique's **three** manuals on promoting your infoproduct and jump-starting your business. Together they have a value of **over \$200**.
- My Special Report on Reprint Rights can open whole new income earning avenues to you, and the reprint rights agreement could **save** you **\$1000 in legal fees**.
- The **\$500 coupon** helps you automate and control of the order-taking and fulfillment process.
- People have paid **\$40, \$50, \$60** and more for Ken Silver's book alone.
- And how can Monique even put a price on her time for the special one-to-one consultation?

MYKS!

*MYKS! is the book we've all been waiting for. If you're going to achieve success, you need your own product. As usual Ken has "over-given". Make Your Knowledge SELL! shows you exactly how, and step-by-step, how to move to the top of the Internet sales food chain. This book is so superior that it simply wipes out competitors as if they never existed. It's the **best product, at the best price.***

The above is from a review in All the Secrets
Phil Wiley, Publisher
<http://www.ozemedia.com/>
phil@ozemedia.com

 [more feedback](#)

Now also consider...

- The value of your **own** time. No trial-and-error for you. The time you'll save by using the **MYKS!** package is **invaluable**.
- **How much you will earn** as an infoauthor. There is only one thing more satisfying than that growing bank account...
- What is it? The confident feeling of self-reliance and independence when you realize that **you** did it... **and** that you can do it **again!**

[What is MYKS! worth to you?](#)

[More than it costs, guaranteed.](#)

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Back Home

Start SELLING Your Knowledge Today!**How much does the entire MYKS! Infopreneur's ToolKit cost?****\$49.95 (US)**

Yes, just as we did with **Make Your Site Sell!**, we're **OVERdelivering**. As the world knows, **MYSS!** has been a tremendous success for us and our readers alike. We know **MYKS!** will be a hit, too, especially at this price.

A bargain **any** way you look at it.

If you're at all undecided about **MYKS!**, just **take advantage** of our guarantee. Buy it, download it, review it... if you don't like it, just ask for your money back. We won't be upset, that's what the guarantee is **for**.

MYKS!

MYKS! is a MASTERPIECE. I have made a great living in the information-marketing business ever since I gave up my job as a lecturer in Papua New Guinea. I have bought EVERY book there is on the subject. Yours IS the best, worth 10x your price. One strategy alone will earn me thousands of dollars in extra revenue in the next two weeks. Ken, the "info-gurus" should take lessons from you about CONTENT and PRICING.

Colin Almeida, Reprint Rights Authority
<http://www.reprint-rights.com>
collin@reprint-rights.com

more feedback

We are in a **unique time** in human history. Never has it been **so cheap and so possible** to build your own business and change your life. And the single best way to do that is to sell what you **already know**, on the Internet.

To order...

Fill in the Order Form [below](#) and hit the "**Submit Order**" button.

**Within minutes you'll be downloading the Electronic Version of the...
 Make Your Knowledge Sell! Infopreneur's Toolkit**

And very, very soon...
you'll be doing exactly what the title says ...
making your Knowledge SELL!

[Get "The EDGE"...](#)

MYKS! Order Form

[Prefer to phone, fax or mail your order?](#)

To process your, order fill in **all** of the following information
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Enter **only** your first name, same as the first name that appears on
your credit card.

Last Name

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City

Country

State/Province

Indicate state or province **only** if you live in the U.S. or Canada.

Zip/Postal Code

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Please include the area code of your telephone number.

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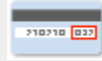


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Click on the **Submit Order** button. We'll calculate the total amount (including taxes if applicable) -- we'll show that to you, including a conversion to **your local** currency, on the next page. **That's** where you will confirm your order.

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Treat The
Interviewer With
Courtesy

Say Thank You for Seeing Me

Thank You Letters

Thank you letters should be written graciously, promptly, and carefully.

Think about the best form for your thank you. If the interviewer tells you he/she plans to make a decision that night then you should e-mail promptly. At the same time, if you are applying to a company that prides itself on doing personalized work for clients, you may want to send a handwritten message on a nice card. Either way, remind the interviewer of the

valuable traits you bring to the job and do not miss that last chance to market yourself.

Over 150 examples of cover letters, resignation letters, thank you letters and many others related to employment and changing your job [can be obtained here](#).

Write or type the letter on solid white, off-white, or gray stationary. Use a standard business format. Put a colon after the interviewer's name and a space after each paragraph. And don't forget to sign your first and last name.

Many employers say an e-mailed thank you letter is acceptable if e-mail correspondence was exchanged between the interviewer and the candidate. Other-wise, an e-mail message should not substitute for standard mail in most situations.

Address the letter to the person who interviewed you, and make sure to spell his or her name correctly. If a group interviewed you, write either to each person you spoke with or to the person who led and coordinated the

interview, mentioning the other people you met.

Finally, be sure to proofread the letter, and ask someone else to proofread it for you, too. Interviewers tell tales of misspelled, misused words written in thank you letters that tarnish the image of an otherwise impressive candidate. As you write your thank you note, remind yourself that you might be writing to your next supervisor

[Over 150 example letters may be obtained here](#)

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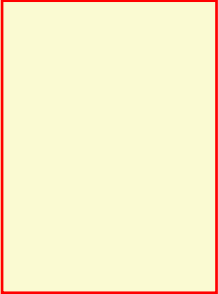


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[Click here](#) for more details

Example Resumes

Is time against you?

Do you have to submit a resume tomorrow? If so, you'll need some rapid help, and this collection of 175 sample resumes is for you. Ideally you should take your time over your resume - using our [Complete Resume and Employment Solution](#) - but sometimes this is not possible.

	<p>175 Example Resumes covering all types of employment including:</p> <ul style="list-style-type: none"> • Executive • Professional • Technical • Clerical • Manual <p>Available as an Immediate Download</p>	<p><u>Buy now for \$9.99</u> by clicking the Buy Now button below:</p>  <p>Be sure to see the FREE items you receive with this purchase, listed below.</p>  <p>Full Money-Back Guarantee</p>
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You will also receive the following FREE when you purchase the 175 Example Resumes:

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 - Resignation Letters
 - Interview Thank You letters

- Others
 - Replies to advertised vacancies
 - Speculative Cover Letters Following a Published or Broadcast Article
 - Speculative Cover Letters to a Potential Employer where a post has NOT been advertised
 - Fax Cover Sheets for an Advertised Post
 - Follow-Up Letters
 - Networking Letters
 - Offer Acceptance Letters
 - Offer Rejection Letters
 - Introductory Letters Following a Referral
 - Reference Letters

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- **"Job Hunting Techniques That Work"** - a twenty page report giving inspiring tips and tricks for finding your perfect job. By the time you've finished your work book, you should know exactly what job you want. This report will help you find it. *A well written report by job finding expert Acland Brierty.*
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Sample Cover Letters and Example Employment Letters

We have put together a package of letters that you can use to help you. There is something for everybody in this collection - examples you can use time and time again.

175 Example Employment Letters
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- Resignation Letters
- Interview Thank You Letters
- Others
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 - Speculative Cover Letters Following a Published or Broadcast Article
 - Speculative Cover Letters to a Potential Employer where a post has NOT been advertised
 - Fax Cover Sheets for an Advertised Post
 - Follow-Up Letters
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 - Offer Acceptance Letters
 - Offer Rejection Letters
 - Introductory Letters Following a Referral
 - Reference Letters

You will also receive FREE

- **"Job Hunting Techniques That Work"** - a twenty page report giving inspiring tips and tricks for finding your perfect job. By the time you've finished your work book, you should know exactly what job you want. This report will help you find it. *A well written report by job finding expert Acland Brierty.*
- **"Interview Techniques of the Experts"** - a seventeen page report teaches you how to give easy answers to the hardest

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COMPLETE RESUME WRITING HANDBOOK

Dear Job-Seeker,

"The Complete Resume Handbook" is designed to get you the job YOU want. Here is a **summary** of the best resume handbook on the Internet today. It is available for **immediate download**.

Summary

"The Complete Resume Handbook"
Reveals the Most Powerful Skills
for you to use

- **Discover which** jobs are perfect for you - the jobs you would want to get out of bed for, the jobs you were made for.
- **Learn how and where** to find these perfect jobs in the market place.
- **Gain access** to over 170 powerful example resumes.

- **Discover how** to write a dynamic job-winning resume.
- **Refer to** many powerful example cover letters.
- **Send your resume** with a persuasive covering letter.
- **Master the interview techniques** - learn from the experts.
- **Take the interview** calmly and confidently.
- **Be offered** the job you want.
- **Negotiate a generous salary** and conditions of employment.
- **Write a resignation letter** to your employer from the examples provided.
- **Celebrate!**
- **And its Guaranteed with a 100% Money-Back if you are dissatisfied.**

Everything you will ever need to get a new job, all in a single package. Only **\$14.97**. This product comes with a Full Money-Back Guarantee if you are not satisfied.

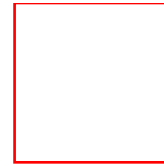
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HOW TO KNOW WHAT JOB IS RIGHT FOR YOU

Is it important to you that you find the right job? It should be.

Getting the right job is not choosing the best that's on offer. It's getting the job that you are absolutely suited to, and where you'll be happy and prosper.

This is a subject which is paid too little attention. Many people spend their working lives doing jobs they either hate, or are unsuited to. Some people spend a whole career locked into employment which gives them no pleasure at all.

There are really only two reasons for this. Sometimes young people are pressured into occupations by parental ambition. If you've been told you'll be a doctor from the cradle, you may have felt bound to become one - even though you longed to live in a beach hut and be a surfing instructor!

The second reason people land in jobs where they're unhappy is because of bad choices. Often the need to have a job is so great that people take the first one that comes along. Then they stay in it for life, even progressing down the career and promotion path!

But it doesn't have to be like that and it's never too late to break out into a working life you love.

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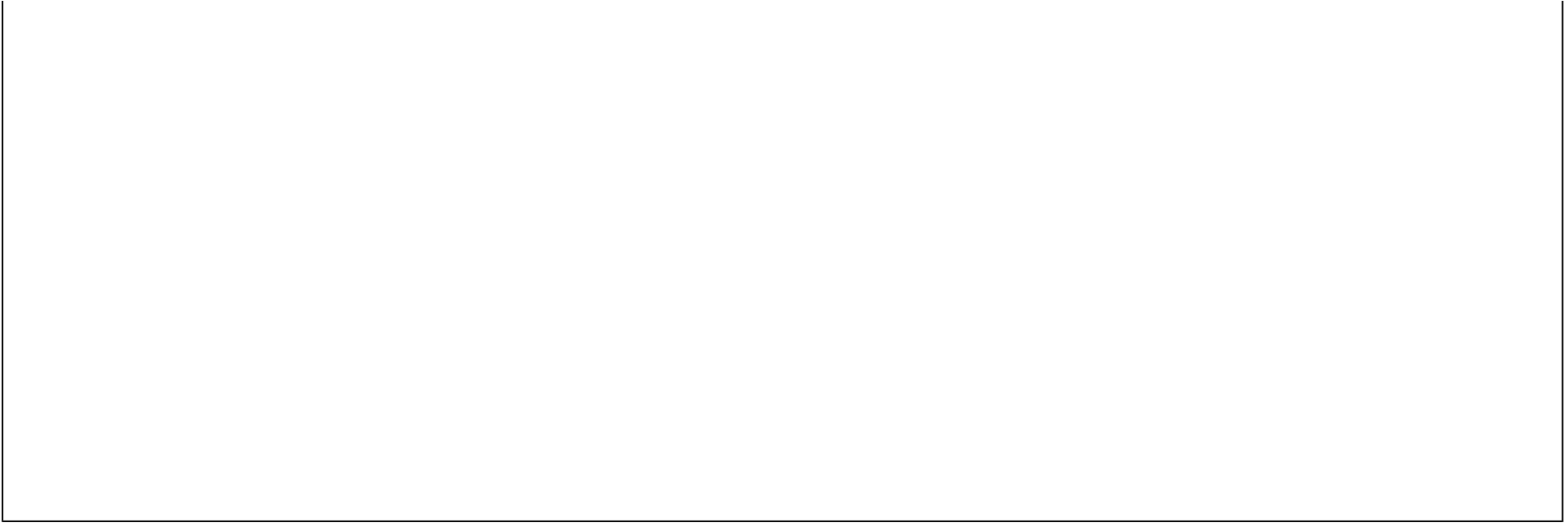


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Make a Last Impression With Your Resignation Letter

Resignation Letters

You may resign from a job for many reasons, but unless you have no need of an income, it is better to write a resignation letter which will not sully your name.

A resignation letter is not complicated but it needs to be right. If thanks are due, it is proper to give them, and to acknowledge the good things that have come your way from your employer.

Over 150 examples of cover letters, resignation letters, thank you letters and many others related to employment and changing your job [can be obtained here](#).

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Summary

"The Complete Resume Handbook" Reveals the Most Powerful Skills for you to use

- **Discover which** jobs are perfect for you - the jobs you would want to get out of bed for.
- **Learn how** to find these perfect jobs in the market place.
- **Gain access** to over 170 powerful example resumes.
- **Discover how** to write a dynamic job-winning resume.
- **Refer to** many powerful example cover letters.
- **Send your resume** with a persuasive covering letter.
- **Master the interview techniques** - learn from the experts.
- **Take the interview** calmly and

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confidently.

- **Be offered** the job you want.
- **Negotiate a generous salary** and conditions of employment.
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- **Celebrate!**
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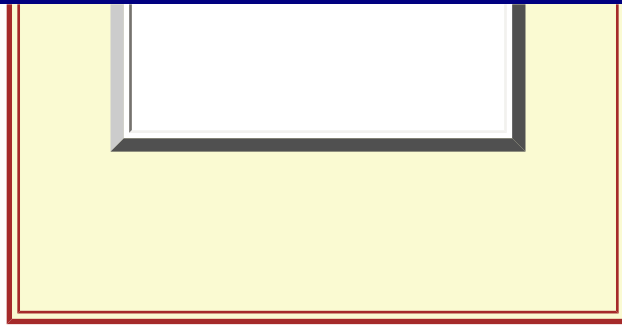
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The Complete Resume Handbook in Detail

If you are **employed** and changing jobs, or **a graduate** looking for a first job, or somebody **returning to work** after a break, or just **unemployed**, ***"The Complete Resume Handbook"*** **will meet every single one of your needs.**

1. **Do you worry about what job is really right for you** - the job you'd be really happy to get out of bed for?

Learn the methodical process to **identify clearly the job or type of job that's right for you**. There'll be no doubts in your mind at the end of the exercise.

2. **Once you know what job you want, how do you find it?**
Does the job you want even exist?

It does! **Discover** how to find it with the "Complete Resume Handbook".

3. **Once you know what job you want, you'll need a job-winning resume.** Writing a resume is not just gathering your work history together and listing it. A job-winning resume is a paraphrase of your life and if properly written is a powerful selling tool. It has to sell you!

"The Complete Resume Handbook" leaves no stone unturned. You'll discover how to take your whole life's experiences and draw successes and skills from them - successes and skills you probably never realized you had. You'll be taught how to use these to construct a dynamic resume that will make you irresistible to an employer. You'll also receive access to **over 175 powerful resume examples** covering Professional, Executive, Clerical and Manual occupations. There is something for everybody in these powerful examples.

4. You must now write a **Cover Letter** to send with your resume. But what type do you need?

We give you **more than 150 examples** covering all types of eventuality. Whether you are replying to an advertisement or sending a speculative resume or networking - there will be suitable examples for you - and many others too!

5. **How do you conduct the**

Interview? The interview is not something to be feared - but most people do fear it. This is unnecessary.

Read Expert Advice from those who will show you how to take charge of the interview from the word go, and to pass it with flying colors.

6. **But what about your salary?**
So often your wage packet is the poor relation of the job-finding process! You get the job you want but not the pay you want.

You'll be shown **how to discover the pay for the job**, the range of pay being offered where you want to work - the city, or state, or region or country, and **how to negotiate a salary at the top end of the range**. This information is available wherever in the world you are going to work.

7. You might be needing a **Resignation Letter** to send to your employer soon!

These are included in our Handbook too.

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