

SPECIAL REPORT
Two Little Secrets that Make Your Cover Letter Outstanding
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Do you have any idea on how employers process the cover letters?

It is easy! Just imagine if you have a meeting at 4:00p.m. And now is 3:30p.m. In front of you there is a pile of application letters. There are probably a hundred of them. The human resources people phoned you this morning to ask for the short-listed candidates for interview tomorrow. How can you pick 5 out of the 100 for interviews tomorrow within half an hour?

You see. Your chance of keeping their eyes on your letter is low. You have to make every effort to catch their attention!

You are going to kill your chance of getting job interview if you only write an ordinary cover letter.

In order to win the game, you have to really make you outstanding from other candidates.

I had the idea many years ago to compile a special report on how to achieve this. Not until recently did I start this project.

Below are the two secrets that I found in my work and research. Stay tuned.

Secret No. One

How to make your cover letter more credible?

Take a look at this candidate's cover letter: ("" *is used to cover up confidential information*)

I-Totalsearch Consulting Ltd

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CONFIDENTIAL

Dear Sir or Madam

**APPLICATION FOR MARKETING SPECIALIST/ PROGRAM MANAGER-ASIA
PACIFIC**

I am writing to apply for the captioned position regarding your advertisement recently. As a First Honor degree holder in Communications, I have more than **8 years expertise in marketing communications and PR**, with profound exposure in working for multinational environment and agency side, thus being sophisticated in handling regional marketing communications, PR, event/ seminar/ conference organization, media and community relations, crisis management, publicity, advertising, sales and promotions mix, not to mention to budget-ensure overall branding strategy and marketing activities are cost-effectively in line with corporate direction.

Mastering excellent English, French and Chinese, I am a problem solver possessing good business acumen, diplomacy skills, sound communications and interpersonal sophistications and **hand-on experience in a similar role** with a focus on public relations, events and marketing communications. Apart from daily marketing communication management, I have concrete track record of managing large-scale projects/communications including "The 60's and 70's Party" (proceeds were donated to E Child Fund); "The Regional L V M Centennial Celebration" (including Gala dinner, Exhibition, communications and Preview Nites); "The Regional IT Web Power campaign"; "the Cool G And Gals Campaign" (including 2 L K Z mega parties, professional seminars and publicity campaign); "the"; "Food Expo 92 and 9" (including exhibition, promotions and communications);etc, all of which have gathered maximum press coverage, positive response and drove great sales success.

You will see from my enclosed resume that **my exposure is very comprehensive** and that I have earned numbers of commendations including the renowned Silver Award of the HK -T Award For Marketing Excellence'93). May I recapped some *lines from my reference letters* that may justify I am the right man adaptive to the said position:

"Gary is a very talented young man and he was very committed to any projects. He put his effort in accomplishing it with flying color. He has excellent writing skill. His excellent interpersonal skill and common sense is quite rare nowadays in young people. To act as the spokesman of the company and handle the press media, he has been an asset to us. He was also my right hand person in tackling day to day communications with the top sales people."

-- Mr Khan/ Mrs Ting (Int'l)

"He is capable of maximizing limited resources to create stunning miracles. As a

resourceful, versatile and target-oriented problem-solver, he is capable of stimulating the working enthusiasm and self-initiatives of everyone working with him. That is why he has earned appreciation and commendations from outside Government Authority/Departments, Board of Directors and our members within. ” -- Ms ██████Chan (█████.com Ltd)

“Gary has impressed me as a man of integrity, sincerity, knowledge and diligence. He is an all round professional. As the critical interface, he is adept in handling the intricate relationship among all the parties, each with different needs and expectations.” -- Mr ██████

Lai (█████ Kong ██████ Exchange, major client of ██████ Advertising then)

Willing to travel extensively, I would very much appreciate the chance to present my credentials at interview. I am available for such mutual communications at your convenience and look forward to hearing from you. Kindly be informed I can be reached by ██████ (Mobile).

This candidate uses a very important technique to catch employer’s eyes. Guess what?

Yes, he is using his referees’ words to back him up. Indeed, I found very few candidates are using this technique.

Thank about that. If your referees are from credible sources, their words are powerful. Two or three lines of recommendation from them are better than your thousand words in the letter.

Cautions: You have to ask your referees’ permissions before you put their testimonial statements on your letters of application. Refer to Chapter 20 of my book “A Better Interview – Questions and Techniques – Answer Book”. I am discussing how you can solicit your referees’ testimonials properly.

Secret Number Two:

How to keep your employer’s eye on your application letter?

Take a look at the following cover letter:

After starting 3 Communications divisions in 2 countries, my dream today is to leverage my experiences and skills and utilise the power of the Internet and other integrated media to create a strong market position for a dynamic company. I target career success and look to successfully match my background with your search in an evolving knowledge-management economy! While still in college, I started and ran a business for 4 years (international scale)

My career foundation is from 5 solid years in Advertising (firstly in client servicing followed by copywriting) with some of the world's leading agencies (i.e. Y █ & R █ B █s and McC █-Eri █)

I then single-handedly established a PR department for a Singapore-based conglomerate and put together a marketing proposal to form an elite club to target select markets

In Toronto, I worked as an editor and subsequently, sourced partners to start up a club for immigrants from the Far East to help them integrate into Canadian society

I pioneered two other PR divisions of vastly different industries and cultures in Hong Kong; one of which was the esteemed firm of E █ & Y █

At a Chinese conglomerate, I had acted in a dual capacity as Division Manager, Corporate Affairs & Development and Group Human Resources manager. One of my responsibilities was promoting M █ as a destination

I also geared up its operations for new sales, marketing and communications initiative. I had regional agency experience covering countries like Hong Kong, China, Macau, Taiwan, the Philippines, India and Malaysia for a FMCG client with hoteliers and restaurateurs as key target markets

I was the first director of Marketing & Communications in Hong Kong/Asia for J █ L █ L █, a long established partnership which eventually listed on the NYSE about two years ago

So, if you aim to recruit a highly initiative problem-solving, resourceful, organized and workaholic professional with a proven track record of starting communications departments in two Asian countries, then read on -- PLEASE!!

My versatile portfolio encompasses more than a decade of in-depth experience in the areas of Marketing, Public Relations, Advertising, Sales Promotions, Practice & Business

Development and Writing. These were all gained working for service-oriented industries.

Originally a Singaporean, I was the division manager of the Corporate Affairs & Development division of a sizeable and greatly diversified blue-chip conglomerate in HK. I started this division from zero base and when I left about two and a half years later, the division had grown to over 10 people.

I am targeting greater job satisfaction, long-term career achievements and believe I can draw upon my expertise and creativity to become an invaluable member of your client's team. If yours is to employ a professional who is as career-committed as it takes to achieve total success, then please consider what I have to offer. I will be happy to have a preliminary discussion to see if we can establish a mutual interest.

Yours very truly,

Okay. What is the trick?

This lady uses a technique — making an intelligent guess of what actually the employers are looking for—to keep them reading on.

“So, if you aim to recruit a highly initiative problem-solving, resourceful, organized and workaholic professional with a proven track record of starting communications departments in two Asian countries, then read on -- PLEASE!!”

In fact, it is even better for her to put it at the beginning of the letter.

Next time, when you start a cover letter, try to begin with a question: “Are you looking for a talented manager who has proven track record of managing more than 1000 people in different states?”

Or “Are you anxious to look for an employee who has long term commitment to your office?”

If you have made it, the employers would go on reading your further elaboration on your statements/questions.

Take note that employer has to process a lot of resumes they received every day. If you fail to catch their attention, your cover letter would be thrown into the trash faster than you can think.

In my years of experience, less than one percent of candidates are using this technique. Deploy this little technique to make you stand out from the rest!

About the Author:

Damen runs several consulting businesses in Hong Kong. He operates a consulting firm helping foreign companies establish their business operation in Hong Kong and Greater China. He also co-founded an IT consulting House specialised in Information Security Service.

Damen is an active speaker in the following topics: IT Marketing Management, Technology deployment in Small and Medium Business Operation, Entrepreneurship, etc.

Damen graduated with the Bachelor Degree of Information Engineering and holds a Master Degree in Business Administration.

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