



Step-by-Step Cover Letters: Build a Cover Letter in 10 Easy Steps Using Personal Branding

Evelyn U Salvador

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Finally, a companion to the groundbreaking *Step-by-Step Resumes* workbook! *Step-by-Step Cover Letters* uses a foolproof system of paragraph starters and an overall framework to help readers easily build outstanding cover letters that will get interviews and job offers. Professional resume writer and personal branding strategist Evelyn Salvador leads you through the steps of writing a compelling first paragraph, showing the value you bring, developing and communicating your brand in your letter, summarizing your key accomplishments, editing your letter, and compelling the employer to pick up the phone and call you for an interview. The included CD-ROM is chock-full of cover letter samples and templates, as well as letter-building worksheets and other tools.

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