

Cover Emails

The following sample is based on the ideas in the book - including the single most important idea: how you close the email to retain control and create action in the reader.

Should it be a letter or an email? I believe in emails for everything. And personally, I get annoyed by having to open 2 attachments for a job application. So, I feel it should be an email.

Email Subject: Job Ref no 45G (or, if no reference: "Re Sales Manager, Building Industry" or whatever the title is)

Dear Ms Jones,

In my application for the above position, I would like to highlight the following¹:

- In my role at Cement Blasters, I was responsible for 70 people, so have extensive people management experience
- Have exceeded sales budgets in most of my roles, in one year by over 100%
- Have been known to walk on water if required²

I will contact you next week to discuss the suitability of my application³,

Yours Sincerely

Sue Smith

sue@abacusrecruit.com.au

0402 555 989

¹ Each of these 3 bullets is selected to highlight how you meet the key requirements in their advertisement. And having read the book, you wouldn't have more than 3 or 4 bullets because you know no-one has the time or inclination to read them.

² Seriously though, do NOT use humour in ANY job application or in your resume – it's too easy to misinterpret

³ An alternative, slightly more 'up-front' is: "I welcome the opportunity to meet with you and to explore your role further. I will call you next week to discuss the appropriateness of us meeting"