

Treat Your Resume and Cover Letter Like Your Personal Advertisement

Your resume and cover letter are critical in landing you that job interview. Are you absolutely sure you possess that door-opening piece of paper? Too many people throw together a resume listing their skills, knowledge and past job duties like a list of ingredients and think that will land them an interview. This, in essence, is a "routine resume", one that often gets lost in a large pile of applications.

Getting an interview and landing the job is much like selling a special product to a new customer. First and foremost you need to realize that YOU are the product that is being advertised. The employer is the customer. He/she may or may not buy your product based on the information he/she receives.

Your resume and cover letter are your advertisement, and like any advertisement, it must grab the customer's (ie. employer's) attention and intrigue them enough so they'll want to look more into this fantastic product that's landed on their desk.

It doesn't matter what qualifications you may have, what experience you bring or what skills you can offer. What matters is how it is all presented and perceived by the prospective employer. In other words, you need to get inside their head. If you can sell yourself better than the hundred-and-one other candidates, then you greatly increase your chances of landing an interview and getting the job.

About the Author

Rose Smith operates several websites, including <http://www.Resume-Help-Online.com>, which provides resources and information on creating resumes, cover letters, electronic resumes, posting online, resume distribution, and career choices. Read more about writing resumes at: <http://www.resume-help-online.com/resume-preparation.htm>

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