

Frustrated? Visit The Website for Jobseekers—

www.writearesume.biz

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✓ Visit us on the Web at www.writearesume.biz and our blog at www.ews.blogspot.com Email us at ews@juno.net

Executive Writing Services, by appointment in the heart of downtown Ralston

What a Great Idea — Pass this along to a friend or
colleague!

Executive Writing Services offers a **SUITE OF INTERVIEW-WINNING MARKETING TOOLS** —

- ✓ **Résumés:** *Each carefully composed résumé must be a distinctive portrait of an individual's career and educational history, credentials, vocational skills, talents, qualifications and professional accomplishments. At EWS these components are all artistically formatted and psychologically worded to deliver an impactful message, make a favorable first impression and elicit an affirmative interviewing response. A formal Profile Cover and Envelope are optional, but if you use them your credibility will be further enhanced. More information at www.writearesume.biz*
- ✓ **Reference Pages:** Three to five professional references are usually requested at the interview, not before. There is usually not space enough on your résumé to include references there anyway. Your Reference Page will be printed with your letterhead at the top, so that it matches your résumé.
- ✓ **Cover Letters:** *A cover letter is like the card that accompanies a gift — it is a personal touch to an otherwise impersonal offering. It explains why you are sending the résumé. It has an inside address and attention line, telling the employer that you are especially interested in his or her company. It mentions the employer's company name in the body. It is essential to business etiquette. We will help you compose your cover letter and it will be prepared on matching letterhead, bond paper and envelope to complement your résumé.*
- ✓ **Followup Thank You Letters:** *Many employers will not hire someone who does not send a letter after an interview. The followup letter is an opportunity (1) to thank the employer for his or her time; (2) to reinforce the employer's positive impression and memory of you by recalling the high points of the interview; (3) to tell the employer *in writing* that you want the job; and (4) of greatest importance, to make you look better than the candidate who did not bother to send a followup letter.*
- ✓ **Other Letters:** *A letter of acceptance when you have been hired gets you started on a positive note. Another good idea is a letter of resignation to your recent employer that thanks everyone for the positive experience and wishes each of them continued success. A formal letter of intent is sometimes required by an employer. A letter expressing disappointment in not being selected in the final cut, but expressing continued interest, may ensure that you will be considered for future opportunities.*

Please bear in mind that the résumé itself is an essential, professional, personal marketing tool. It is a vital first impression. If it is not adequate, it will be the last impression. It is a written personal advertisement that certainly merits an investment of money and time if it is to be successful in generating qualified interviews. Simply stated, you cannot afford less than a quality résumé. © MMXI — Executive Writing Services, All Rights Reserved.