WHY WRITE A LETTER OF INTEREST?

Most jobs never get posted online. If you apply for those positions, you'll have almost zero competition. You might have a very specific interest in a company that has no openings at present, but you may create one for yourself!

WHAT'S THE DIFFERENCE BETWEEN A COVER LETTER AND A LETTER OF INTEREST?

A cover letter is the "cover" on your resume. It is a letter to apply for a known job opening. The goal of an interest letter is to get the employer to ask to see your resume. Showcase how you might be the solution to their problem! Do not think you are begging for a position. Think the company might have a problem and you are the solution. Believe you have something to offer. That you are a potential asset to the company and they have not found you yet!

Prove how you are their solution in the middle section of your interest letter. Do not do it by listing skills and work experience (that's for your resume).

Instead ask yourself why are you interested in this job and how are you a perfect fit. What are your accomplishments that match the company's needs? You must know the company's needs. Research the company online and use your networking skills. Networking can also let you know of unadvertised job openings.

HOW CAN YOU MAKE SURE THEY FIND YOU?

You need an immediate hook. A great hook can be:

- A big accomplishment you made
- A big accomplishment the company made
- A fact you love about the company
- A fact you've learned about the manager
- How do you get a fact like that? Research. Look the company up in Google, and on LinkedIn. See if the manager has written articles or won awards.
- The hook is the answer to how to introduce yourself in a letter.

It's not enough to send a letter. You need to catch their attention fast!

How do you make sure they take the next step?

Let's say you have managed to impress them, to convince them you are the solution to their problem and an amazing asset for their company. Now you need to make sure they do not forget about you!

Include a Call To Action

Close your letter with an invitation to schedule a short talk, a brief phone discussion, or a possible meeting to discuss your interest in their company and how you can be a perfect fit.

Got their attention & landed a meeting? Be prepared with a Standout Resume - See our HOT TIPS: ISSUE 1