



Susan Rich, author of the groundbreaking book, *How to Write a Kick-Butt Resume Cover Letter*, will be teaching OWLS members how to write a letter that grabs attention and lands the interview 3-5 pm Wednesday, January 29, 2014 at Barran Liebman. Their offices are located at 601 SW 2nd Ave #2300, Portland, OR 97204.

During this two-hour session, Susan will share:

- How to organize your thoughts
- Pick a key message
- How to write a letter that sets you apart as a standout candidate in a crowded industry
- Q&A session follows

Why your cover letter counts

There is plenty of back and forth around cover letters: Who reads them? Do they matter? Never mind the letter—it's more important to focus on a resume.

Susan's answer is simple: You have two tools to attract an employer's attention: a resume and a cover letter. Invest in both equally and you tell a stronger story about you as a candidate.

Short of a job ad saying, "do not send a cover letter" Susan believes you should always write a tailored letter for every job you apply for. Match it to the company's background, job description and your unique skills. Even if it doesn't get read, you will still benefit during the interview process: because you have articulated why you want the job, the strengths you bring, the benefits you deliver, you are likely to say so smoothly, with conviction and confidence. What we write, we say. What we say, sells.

Why a cover letter is hard to write

How to write a cover letter is not taught in school or in the unemployment office. So it comes as no surprise that many job seekers don't know where to begin, what to say, or how to say it. It's true you can research 'how to' online, but those articles spout outdated theories or suggest using language that is stilted and dry. Dull writing does not click with your potential employer—vibrant, exciting, hire me now! Ideas do.

A cover letter is all about you and how your unique skills benefit a company, agency or firm. That makes your cover letter a sales letter—a mini profile and marketing piece that positions you to your best advantage, while promising your potential employer stellar results.

No matter how strong your communication skills are, writing a cover letter is a challenge—because we are not used to writing about ourselves, we're not used to sharing, in compelling, problem-solving language, why we are the best person for the job.

This is what Susan teaches in her workshop and book. More than theory, Susan dives into the what to do, how to do it, and why. Then she shares strong before and after results so audiences leave with a solid understanding—and a great tool—to advance their job search.

Bonus to OWLS members:

You can purchase a copy of the book, *How to Write a Kick-Butt Resume Cover Letter*, for just \$10. Normally \$20, this book is on sale for OWLS members who attend the workshop.

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