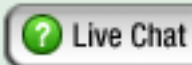




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TheLadders.com Newsletters

**Week of 2006-11-06**

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Good Monday morning, **Kim Sam**,

Folks, I was on my Precor Elliptical machine this morning, trying to knock off a few pounds so I can get ready for Turkey Day, and I was thinking about how TheLadders.com makes the \$100k+ job hunt shorter, easier, faster, and just **better** for *\*both\** sides of the recruiting equation.

And we are only successful if we create success for **both** our job-seekers, and our recruiters. At our monthly new employee orientation last week, I shared with our nine new people Sam Walton's wisdom: "**The only true job security is customer satisfaction.**"

And I could go on and on as a typical, proud CEO about the great work our people do for our subscribers every day, but let's let you tell us the story in your own words...

Here's an email received by Michael Wagner in our Recruiter Relations group this week:

Michael,

I just want to say THANK YOU for how quickly and thoroughly you respond to our requests. You aren't charging us a dime to post our jobs on your site like other major

job boards, and your service is incredible in comparison. You make us feel valued, instead of just another number in your database of clients.

Thanks!

Dave Carevich  
Vice President, Marketing  
[First Option Recruiting](#)  
Irvine, CA

Well congratulations to you **Dave** (and great job to Michael Wagner and our entire Recruiter Relations team! They work their tails off to find more great jobs for you every week!)

You know, TheLadders.com works for recruiters because you, our almost one million loyal subscribers, represent the best of the best.

And how's it working for you? Benjamin Smith shares his story:

My girlfriend and I had been dating long distance (Lexington, KY to Washington D.C.) since last year and we came to the point where it was time for one of us to move. I had been with my past employer, Lexmark International, for 8 1/2 years, starting in an entry level field marketing position and working my way up. Having no contacts in the DC area and this being my first major job search of my career, I was starting from scratch.

I wanted to stay in B2C marketing and continue building my experience towards future general management opportunities. Problem is, DC has tons of B2G and B2B (government, lawyers, defense and biotech), but not too many companies that market to consumers.

My search was primarily non-traditional. I started with a targeted list of companies in the area and worked to develop a network of contacts and referrals. I dabbled a bit with TheLadders.com, but didn't invest too much time in it. After a couple of months searching on my own, I had very few leads and decided to give TheLadders.com a more dedicated try.

I was impressed both in the quantity and quality of posted jobs and in the thoughtful usability of the site. Within a week of being back on TheLadders.com, I was contacted by a recruiter for the Senior Product Marketing Manager position at GridPoint, which I ultimately accepted. Everything happened rapid fire: phone interviews, on site interview, more phone interviews, etc. Total time from first contact to offer was less than 2 weeks!

What excited me the most about this opportunity was that I would have NEVER found it without TheLadders.com. I had been looking at established consumer

companies in the DC area and would have never run across my present employer. The impact I can have at this nimble start-up is tremendous. As the company grows and succeeds, there will be lots of new opportunities. Plus, my new job helps to diversify my experience. Even though my resume showed consistent upward progression, I was in the minority for someone who had spent 8 1/2 years at the same company at such a relatively young age. My new job really boosts my profile. Thank you TheLadders.com!

Benjamin Smith  
Washington, DC

Well, thank **you**, Benjamin! I can't tell you how happy it makes me, Michael, and the 90 other TheLadders.com employees, to hear about **your** success.

Say, Readers, I'm going to go back and run a few more miles on that Precor – I've got a Thanksgiving weakness for the pumpkin pies from the world famous [Veniero's café](#) ("since 1894") here in Manhattan's East Village, so I need to get in "ready-to-eat" shape.

And while I'm running for the pumpkins, I hope you'll be running through our [more than 8,000 new jobs this week](#), and finding **your** success!

Happy hunting!

Warmest Regards,



Marc Cenedella  
President, CEO

 **Good Advice**

- [When You Work to Live And Your Boss Lives to Work](#)
- [Increase Your "Career Luck"](#)
- [Cover Letters that Command Attention](#)
- [TheLadders.comic](#)

**Exclusive Content From CareerJournal:**



[When You Work to Live And Your Boss Lives to Work](#)

*By Kayleen Shaefer*

Your manager knows you need to leave at 4, and then schedules a big meeting for 3:30. Here's how to cope.

[read more](#)



## Increase Your "Career Luck"

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*By Vivian VanLier*

Do you know people who always seem to be lucky in their career? They get the best jobs, the best promotions, and the best salaries. We all know people like that, but have you ever taken a critical look at why and how they became so "lucky?"

### **Luck is when preparation meets opportunity!**

In my career coaching practice, I've found that my clients who get "lucky breaks" are those who believe in this definition of luck. They all make it a point to:

- Stay on top of economic, industry, professional and company trends
- Perform ongoing training and reconnaissance
- Equip themselves with the most current tools, skills and information
- Continuously track their accomplishments and achievements
- Have an updated resume and/or career portfolio
- Maintain their professional and personal networks.

They all know where the opportunities are and position themselves to be in the right place at the right time—fully prepared to act on a "lucky break!"

### **Keep a Career Journal**

What can you do to increase your "Career Luck"? I encourage my clients to keep a Career Journal. This can be as simple as a spiral book that you keep in your desk drawer. At the end of each week, ask yourself how you made a difference in the workplace or contributed to your own professional development, and then document it. Here are some questions you can ask yourself to get started:

- Did you capture a key account?
- Did you close a major piece of business?
- Did you forge a new professional partnership or strategic alliance?
- Did you work on a significant project? Did you streamline a work process? Did you participate in any important meetings or team projects?
- Can you quantify the results?
- Can you identify the impact that your contribution will make on your team, department, division, or organization?

Another way to identify your career "wins" is to identify CAR / PAR stories. Ask yourself:

- What was a **challenge** or **problem** that I faced?
- What **action** did I take?
- What was the **result** to my company?

Keeping a career journal will give you an acute awareness of the contributions you make on the job. This practice will also provide you with accomplishment-oriented information for your resume (which should always be up to date), performance evaluations, business development efforts and networking opportunities. This will go a long way to enhance **your** Career Luck!

[Vivian VanLier](#), President of Advantage Résumé & Career Services, provides career management support and [résumé writing services](#) to professionals and executives throughout the U.S. and internationally. She has been cited as a career expert in over 100 newspapers throughout the U.S.



## Cover Letters that Command Attention

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*By Kimberly Schneiderman*

Cover letters, when used effectively, will get you the attention you need from potential employers. A strong cover letter opening **can** get you the interview. The opening paragraph of your letter is your first, best opportunity to hook a recruiter's attention. Your goal should always be to write an opening that impresses the employer, establishes your expertise, and piques their interest!

Here, we review some strategies and tactics to do just that. Choose which approach works best for you, your industry and your career.

One eye-catching approach is to start by highlighting key words taken from requirements listed in the job ad or from typical words used to describe a successful candidate for the position. Choose points that best describe you and that you can support with examples in the letter's body.

In this opening, Joe is applying for a senior level sales position with a technology solutions provider:

*Hunter or farmer...VAR or solution selling...sales channels or vertical sales...warrior or cowboy...*

No matter how Opex Systems describes it, I have done it and have done it successfully. As your next Channel Development Manager, I meet each of your requirements, have the experience you need, and will deliver on company goals and objectives.

In this opening, Sandra is applying for a Human Resource Manager position with a top New York City law firm:

*Compensation & Benefits...Training & Development...Leadership...Change Management...*

So often in this field we find a Human Resource Manager is good at some aspects of the job, but not all; in my career, I have been recognized for my accomplishments in each area. I enjoy Human Resource work and am focused on continuing in this role for a large, international firm such as Halt and Mathers, LLP.

These next examples are only slightly different. When you have limited information about the position or company, it's a great tactic to proactively suggest attributes and skills that you can assume the employer will value and be looking for.

Here Sandra is aggressively pursuing an Office Administrator position, a field related to Human Resources, with another major law firm:

The Office Administrator for Jamison Law Partners must be experienced and motivated. Managing the benefits and compensation programs is just the tip of the iceberg. The Administrator must effectively manage operations across your four locations and understand the psychology of employees of varying backgrounds. I am that person for Jamison Law Partners.

Here, Joe is using this approach to apply for a Sales Manager position with another company:

As a successful Sales Manager, I work with my teams to set goals and I understand how to motivate and coach them to reach those goals. Knowing products inside and out, in addition to working hard to research clients' needs, sets me apart from other Sales Managers. With over 15 years experience and highly developed management skills, I will be a great leader for your Sales Team.

Cover letters become more difficult to write when you're trying to transition from one field into another. If this is the case, you'll do well to introduce yourself as a qualified candidate by drawing upon the skills and expertise that will transfer easily to the new position.

In this opening, Greg is leveraging his media experience in sports TV to apply for an Executive Director position. He's volunteered with the hiring organization for several years:

During my almost 20 year career in sports media I have handled many challenging, entertaining and interesting projects. However, one of the most inspiring and

rewarding aspects of my career has been as the Media Liaison for The Jeff Turbin Alzheimer's Foundation. Now, realizing I can combine my media experience and passion for sports with my devotion to this organization, I am formally applying for the Foundation's Executive Director position.

Looking to move within your current company? Companies often require a formal application process for internal moves and promotions. Here is the language Andrea used to get the attention of a Senior Manager of the international construction company where she works:

Construction Estimating is an exciting and demanding field that I enjoy immensely. Working with subcontractors and calculating the materials, quantity take-offs, and service estimates requires attention to minute details and expertise managing the entire bidding process. Getting my start in this field at your firm, I was conscientious about my skill development and have now earned a reputation of producing professional, complete and consistent estimates for our clients.

All of these candidates used the rest of their cover letters to back up their opening paragraphs and describe exactly how they fit the job. Joe talked about his skill creating partnerships and cross-selling with peer companies. Sandra made several specific points about her abilities to manage people and also gave examples of how she handled challenging projects, including mergers and expansions. Greg supported his claims by talking about project management, recruiting, budgets, and public relations work he has done. Andrea went on to give examples of big projects she had worked on which she knew the Senior Manager would recognize.

The opening of a cover letter is your opportunity to get the employer's attention; using one of these strategies will surely set you apart from candidates using boring, boilerplate, or "old standby" openings. Once you've got the employer's attention, keep it! Remember to back up your opening paragraph with great content throughout your letter and include a solid resume. A "Wow!" opening combined with solid information will get you to the next step!

Kimberly Schneiderman is owner of [City Career Services](#), a company that provides job search tools including [Resumes, Cover Letters, and Interview Workshops](#) to goal-oriented professionals at all levels and across all industries.



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*by Mike Lynch*



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