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Nota di contenuto	<p>Intro -- Title Page -- Table of Contents -- About This Book --</p> <p>Dedication -- Acknowledgments -- Introduction -- 1: Cover letters --</p> <p>Purpose of the cover letter -- Types of cover letters -- Getting started --</p> <p>When you're blocked -- Tips for all cover letters -- Quick note on letter styles -- 2: The Basics -- Grammar -- Punctuation -- Skills --</p> <p>Basic skills -- Desirable skills -- Action words -- Action word statements -- 3: The Essential pieces -- The address -- The salutation --</p> <p>The punctuation -- Reference line -- Opening line -- Body of letter --</p> <p>The Closing paragraph -- Closing -- Sending a letter -- Addressing salary issues -- Salary expectation -- Salary history -- 4: Emailing vs mailing -- What can you send via email? -- The difference between the basic pieces -- The subject line -- The date -- Your email address --</p> <p>Mailing addresses -- Salutations on an email letter -- Your signature --</p> <p>Letter style -- Attachments -- Good business practices -- Timing --</p> <p>The biggest mistakes when emailing cover letters -- Email cover letter format-informal -- 5: Cold contact letter -- What goes in the cold contact letter? -- Sample 1-cold call letter via email -- Sample 2-cold call letter to mail -- 6: The Application letter -- What goes in the application letter? -- Sample 1-form letter for mailing -- Sample 2-cover letter -- 7: The Referral letter -- What goes in the referral letter? -- Sample 1-referral letter -- Sample 2-referral letter -- 8: The Networking letter -- What goes in a networking letter? -- Sample 1-networking letter casual email informal -- Sample 2-networking letter -- 9: Prospecting letter -- What goes in a prospecting letter? -- Sample</p>

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