

THE IMPORTANCE OF A FOLLOW-UP LETTER

Although resumes and cover letters get **attention**, thank you follow-up letters will often get you **results**. When used properly, they help to create a positive impression with employers.

After your interview, it is important to send a follow-up letter. This may seem like a courtesy — thanking the employer for taking the time out of his/her busy day — but it's actually a way to increase your chance of getting the job.

How? Because the follow-up letter reminds the employer why you will fulfill his needs. You also get a second chance to connect to your potential employer and mention any capabilities that you might not have stressed enough throughout the interview. And you could even include additional copies of your work or a recent article pertaining to the employers' industry.

A follow-up letter could give you the competitive edge to win that desired position.

Think about it: After an interview, most employers will consider an applicant more favorably than those who don't send one. **Yet well below half of applicants take the time to do this.**

The Benefits of a Follow-up Letter

- You'll make that all-important connection with the employer and catch his attention.
- It gives you another chance to market your skills and capabilities and reemphasize how you will "fit" with the company's needs.
- You'll urge the employer to act — again. And the follow-up letter is more than just a mere expression of gratitude, it serves a real purpose.
- If your resume is buried or inadvertently lost, a thank you letter will offer one more chance for the employer to find your number and call you.

The follow-up letter gives you another chance to connect your qualifications with the employer's needs. Providing this one item to a prospective employer, you're placing yourself in the minority — and, once again, gaining a competitive advantage!