

(In today's dog-eat-dog job market, everyday cover letters just don't to cut it anymore. Below is a sample cover letter that I crafted in a press release format. It's unique, professional and, most importantly, it stands out!)

Award-Winning Writer Seeks Employment

Further Proof that Weak Economy is Impacting Everyone

ANYTOWN, USA., November 16, 2010 — John Bagley, an award-winning writer with vast professional experience, a portfolio of more than 3,500 clips and a client list that includes everything from start-ups to Fortune 1,000 companies that can be found on the NYSE and NASDAQ, today announced that he, too, is seeking employment. While the announcement is quite alarming given his broad skill set, it does cast more light on just how serious the state of the U.S. economy has become.

“It’s pretty crazy out there, right now. You either have to know someone or come up with really creative ideas to get noticed,” said Bagley, whose www.iwritewell.com website provides potential employers with an in-depth view of his elaborate credentials. “Just look at some of the projects that I’ve worked on... I recently ghostwrote a book for a famous person that can be purchased at Barnes & Noble, for example, and it’s still challenging out there. Everybody is in budget-cut mode right now. And, for whatever reason, the writing budget is often the first to be slashed—despite the fact that effective writing is critical to the success of all businesses at every level. The ability to tell your story, pitch an idea or communicate your corporate message – via the written word – is paramount to survival and should never be overlooked.”

An entrepreneurial spirit with a reputation for making things happen, Bagley either started or was part of teams that launched five sports publications in the state of California. A former publisher, managing editor and editorial director with newspaper, magazine, Internet, high-tech, marketing and PR experience, Bagley brings unmistakable credentials to the table. He’s a four-time California Newspaper Publishers’ Association winner and a two-time winner of the National Golf Foundation’s Eckhoff Award. A number of companies that he has worked for have won numerous writing-related awards during this tenure, which is precisely why companies have sought and continue to seek his services on projects that demand exceptional copy, editing and proofreading skills that will drive results.

About John Bagley

An award-winning writer/editor for a variety of mediums, including web, print and collateral, Bagley is a professional with a creative flair. He has the ability to take projects from point A to B in a timely fashion. He's reliable, has a witty sense of humor and a knack for getting along well with clients, staff and management. He generates high-end copy for businesses/corporations that desire to have its message explode via the written word. He crafts compelling copy that drives numerous campaigns for leading enterprises in a number of verticals, and is known for his quick turnaround times. Bagley specializes in PR, advertising and marketing copy but has years of experience covering a diverse spectrum of subject matter. His client list includes major corporations that are publicly traded on the NASDAQ to smaller businesses and start-ups.

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