EMAIL MARKETING WITH WRITTEN SAMPLES FROM PREVIOUS WORK by EDU AYOMIDE OMOWUNMI

Each sample was written to help market Resume creation company to it's suscribers with the aim of more website clicks and clients

Sample 1

The act of wooing a lady

The process of job search can be likened to wooing a lady.

You see a job description that suits what you like and you apply for it.

The same way a guy sees a lady he likes and goes after her.

But what causes rejection most times in both cases ? Simple.

Not being what the lady wants or not fitting the job description.

Just as your first impression with a lady can make a difference between you being accepted or not

Same with a job description, you have to make sure your CV reflects how you fit the job to make it to the interview stage.

Yes, your CV is your first impression.

Often times you're advised to have more than one CV but we'll discuss that another time

Here, are questions to ask before you even bother to apply for a job.

Does my CV have the skill emphasized in the job description?

Does my CV show proof of this skill in my accomplishments?

Do I have level of experience wanted?

No use applying for an entry level job when you have mid-level experience, the employer has a reason for choosing that experience level, salary range being a major reason and you will be over - qualified .

And definitely no use applying when your experience level is less than what is wanted.

So, take a critical look at your CV now and apply accordingly

Dokument is here to help you make an eye-catching CV that fits; it's what we do best.

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Sample 2

Like poles attracts

Yes, you read that right

In Physics, like poles repel while opposite attracts.

That rule doesn't work with your CV and a job.

For your CV to attract the attention of the HR manager it needs to have similarities with that particular job.

In this case, like poles attracts

Let me break it down.

These days CV's are not checked by a human resource person ,hl the time input through an ATS automated system programmed to qualify you only if your CV contains certain keywords

Like "Mid level /experience" "ICAN" "Computer literate" e.tc.

Most times these key words are present in the job description.

Let's assume you're a programmer whose main language Java but you can also proficient Python

Your CV has probably been based on highlighting your profiency in Java language

You will need to tweak your CV to highlight your experience in the other language for that particular offer. NO lies please.

You would be doing yourself a disservice to submit a CV that mentions the Language the employers wants only once in the skill section with no appearance in the experience or accomplishments.

Your CV creation matters.

Dokument can help you highlight all the skills you have been missing in your CV creation.

Click here and sign up to gain access to our discount prices

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Sample 3

A letter to job seekers (1)

Dear undergraduates and graduates,

The only thing an employer cares about is what you can do for him/her, what value you can add.

In this fast evolving era, skill acquisition is a must if you want to increase your chances of getting the job. They are like spices and add flavor to your degree.

Invest in yourself, Here are some digital skills you can empower yourself with :-

Web designing

Graphic design

Digital marketing

Copywriting

SEO Content writing

Research them, find which suits you and stick with it

Happy New month, from Dokument

We're rooting for you. Win.

Sample 3

A letter to job seekers (2)

Dear job seeker**,**

Seeking a job is a job. The only difference is no one pays you for it.

In my previous email for this topic (A letter to job seekers)

I mentioned the importance of skill acquisition

Now,I believe it's important that I address an issue now early on, so we can get it out of the way.

The truth is no matter how lucrative the skill, how good your teacher is nothing matters I you are not consistent and diligent.

It's not about practicing a skill for two months and moving on to something else .NO

It's about rolling up your sleeves and digging the trenches. Being so consistent at that skill so much your hunger for it shows

Wanting to be great at it, and working towards it. Daily. Becoming a master at it.

Consistency is the key here.

Don't waste your time on a skill then decide it's not for you then pick another

Here three quick tips to help you:-

Know what you enjoy doing and chose something along that line

Research properly and make sure it's for you

Get down to business and master the skill.

In my next mail, I will be discussing different levels of job experience and ways to get more work experience if you have little or no experience.

It will be titled '**A letter to job seekers (3)'**

Good luck

Ayomide Edu

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Sample 4

A letter to job seekers (3)

Dear job seeker,

There's one more thing that can also give you an edge in job search : your experience level

There are three main types of experience levels

Entry level – 0-2 years

Mid-level/Intermediate – 3-8 years

Senior –level 8 years and above

Most times the level of experience stated by an employer determines

Your pay

Workload

Now, this could be lengthy, stick with me.

As I promised in an earlier email

I'll be talking about those with little or no experience first then moving to those with mid/senior level

First off, if you have little or no experience, you need to get some. Fast.

You can do this by applying for student and graduate internships

But to be honest, your best bet is volunteering your services or unpaid internship because those are readily available and the employers are more ready to teach you more about the field of study

You don't need to find a large firm and volunteer.

Look around you find somewhere to learn more about your field of study

For example, you studied pharmacy you can look around you for certified pharmacy and offer you services for free.

You don't need to wait for an opening in a hospital, chances are, and they'll want someone with more experience anyway.

So, you see at this level of experience, your concern should be less about the money you'll be paid but where can I grow and get something to spice up your CV? Increase my experience? Learn more and grow?

You tutored your younger ones at home during Convid- 19 outbreak? And now you are applying for a teaching job and feel you have no experience? You do: Home lesson teacher.

It could be remote; you could go only twice a week, go five days a week, it doesn't matter.

As long you have to work with at least one person, and have a work goal to meet, it's an experience. Build on it, reads books, polish it and add to your CV

Also as someone with no experience you have to be confident about your abilities even though you apply for only entry level jobs, trust yourself to learn and be able to add value.

These helps during a job interview as it tends to shine through if you doubt yourself.

Most times for entry level positions employers are concerned about who seems more intelligent, who is a quick learner, teachable, has a strong work ethic/is a hard worker and has more experience than others.

Now to midlevel/senior level work experience

You have the advantage of experience

Now all you need are two things.

One, have the experience the employer needs

Two, display this to full effect in your CV

Make sure keywords in your CV, matches the ones in the job description and show you're experienced in the day-to-day activities the job will require the accomplishments you achieved in your last position.

P.S You can click this link to read our blog on 5 ways to make your CV stand out

The next letter will be "**A letter to job seekers (4)"**

Good luck

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Sample 5

A letter to job seekers (4)

The enemy within

Dear job seeker,

Beyond the frustrations one get from the pressure and expectations of being unemployed, is a deadlier enemy.

The enemy within, it is something no one can escape.

It stands on your shoulders and whispers to your ears :

“Sleep a little longer”

“Don’t bother sending your CV”

“This skill hasn’t helped you get a job yet, it won’t ,give up”

“You can’t pass their interview forget it”

“You can’t do it”

“It is impossible”

It’s there when you wake up earlier to think, when you hunt for vacancies online, when you send your CV, when you don’t get an invite for an interview.

That is the enemy within; it is far worse than any pressure or expectation because it wants you to give up.

It could get to you, but only if you let it, sucking your strength dry, making you believe its lies.

Don’t allow it .Stay positive.

Do the opposite of what it tells you to.

Wake up earlier, put in an extra hour, work harder and most importantly don’t give up on yourself.

Chase that dream every day. Be the person you want to be.

You have what it takes.

You can do this, don't stop pushing, and don't give in.

The best is yet to come.

From Dokument

Sample 6

A letter to job seekers (5)

Learn and earn

Do you have a career plan ?

Or you just want a job ?

What do you plan to do with it .

I read on a LinkedIn post that there are two things you could do at a job.

Learn and earn. Both are great. One is good .If job offers you neither quit.

It's not just about getting a job. It's the nuggets you learn while waiting or working.

How to be patient, how to take rejection whilst protecting your mental health, how to live with the pressure of many finances and keep a cool head.

It's not just about keeping one either.

It's about where you see yourself in five years, ten years from now

It’s a job the only thing on your to do list or it is just a strung on your career ladder

At Dokument, we genuinely care about

your career growth and development.

P.S I’ll talk more on career plans in next

emails.

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