

Simone Janson (ed.)



EYE-CATCHING APPLICATIONS for Job Search in Difficult Cases

Apply with 45 plus - cover letter & templates,
sell your resume & CV successfully, win every
interview with motivation



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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because many applicants do not even make it into an interview because their applications are largely ignored by the competition, or formal errors in the cover letter or their CV immediately knock them out of the race. The right application method can help here, unfortunately there are still many myths about it: Is it better to apply online now or is the classic application portfolio still going? What is the perfect application portfolio with guaranteed success? Has the much-discussed cover letter become obsolete or is it still required by many employers? And what role do motivation letters play? It is important to stand out positively with your own application, to present yourself excellently and to convince HR staff and employers. This book shows how to do it.

In addition, our unique [publishing concept](#) offers you many best practice tips and examples from successful managers, entrepreneurs and other exciting personalities.

Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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Innovative and Creative: 3X3 Tips for Applying

// By Jürgen Hesse

It is helpful to advertise as conspicuously and creatively as possible, but only half the battle for success in job hunting: It is much more important to offer yourself as a problem solver.

Know the needs of the recipient

Despite the originality of the application, it is important to (recognize) the needs of the recipient and to include them in your application strategy from the outset.

In addition, it should also be possible to summarize all this and to design the application in such a way that the offered cooperation appears to the recipient and the applicant as an ideal (problem-solving) possibility.

The spark must skip

Anyone who does not manage to skip the spark with his counterpart with originality and empathy will hardly be given a chance:

He will be invited to audition again, let alone have the opportunity to prove his competence and ability.

3 Application forms

For an exceptional and clearly distinguishable application, there are generally three approaches:

1. the written application (from the extraordinary cover letter to the large poster)
2. the electronic application (from the eMail- application to the video recording) and
3. the personal application (small talk, networking, messaging, trials, etc.)

3 design possibilities

All three approaches, which represent different transmission paths, are again to be designed in three ways. You can apply for it

1. formally conservative, but unconventional in content
2. in the form of unconventional, but in terms of content rather conservative or
3. shape more or less unconventionally in form and content (statements).

3 ways to stage the application

In order to stage applications that clearly stand out from the average, three attention-grabbing means are available:

1. aesthetic tricks and tricks
2. Surprise effects through add-on strategies and
3. a special media application

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