

APPETIZERS

with the Employer in Mind



COVER LETTERS

- Purpose of a Cover Letter
- When to use one
- Format/Structure





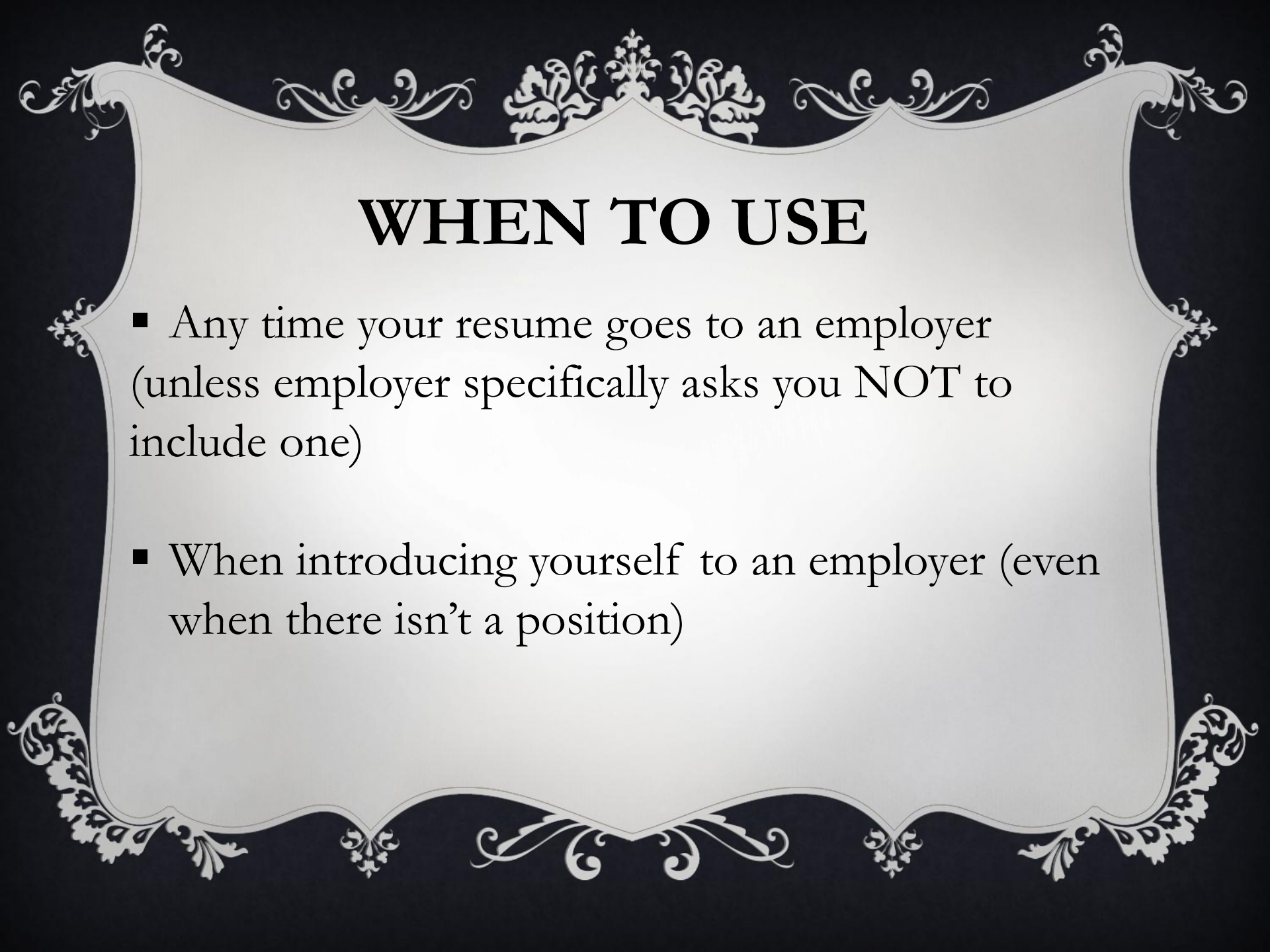
PURPOSE

- Introduces your résumé
- Highlights your strengths related to the job
- Tells more about who you are

BOTTOM LINE



- Can increase your odds of getting an interview



WHEN TO USE

- Any time your resume goes to an employer (unless employer specifically asks you NOT to include one)
- When introducing yourself to an employer (even when there isn't a position)

FORMAT/STRUCTURE

Opening

- Gains Attention

Body

- Builds Interest and Makes a Connection

Closing

- Motivates Action



OPENING...



- Address the individual by name
- Tell the reader why you are writing
 1. Be specific in reference to **source of information** (*how you know about the position, company, or your reader*)
 2. Specifically refer to the **job title** and **your qualifications**

BODY...



Résumé tells what you have done and a **cover letter** tells *what you can do*.

Tell the employer what you can do for the organization.

- *BLAND*: I have completed courses in business communication, accounting, and computer applications.
- *SEASONED*: Courses in business communication, accounting, and business applications have prepared me for developing technical proposals in the field of Computerized Accounting.

BODY...



Choose your strongest qualifications and explain how they fit the targeted job. You can even use **classroom experience**.

- “I have developed strong leadership skills, and know how to interact with a wide variety of other people while *working* on several different class projects...”
- “I have done a fair amount of *community service* including...”
- “My *independent research projects* have strengthened my skills in laboratory work and developed in me an eye for details.”
- “*Tutoring* has taught me to work diplomatically and successfully with a wide variety of students.”

Discuss relevant **personal traits**

- Are you a team player, have you demonstrated initiative, or do you learn software easily?

Refer the reader to **your résumé**

- “Additional information about my educational experience is detailed in the attached résumé....”

CLOSING...

Ask for the action you want

- You want an interview!
- Make it easy for the reader to agree
- Supply a telephone number
- Let them know when is best to call or *let him/her know when you will call*





CLOSING EXAMPLES...

- ❖ “Next week, after you have examined the attached résumé, I will call you to discuss the possibility of arranging an interview.”

- ❖ “I will be visiting the St. Louis area during the week of January 5th – 9th , please let me know when it would be most convenient for me to meet with you during this time.”

FORMAT GUIDELINES...

January 6, 2011

Jane Doe
5422 Frankford Avenue, Apt. 1
Visalia, CA 932391

John L. Smith
Director of Human Resources
Hospital of the University of California
3400 Spruce Street
Ventura, CA 93762

Dear Mr. Smith:



FORMAT GUIDELINES (CONT.)

Be Professional

- ❖ Use the same typeface throughout the letter
- ❖ Match the paper and font style to your résumé
- ❖ Spell check! Then have someone else proofread it!
- ❖ Block -no indents, everything on left margin
- ❖ Single space text/Double space between paragraphs
- ❖ Use an 11 or 12 point font



Online Protocol...

YOU HAVE TWO OPTIONS FOR EMAILING YOUR
COVER LETTER



Online Protocol...

1. Write a brief e-mail, with the cover letter and resume attached.
“Dear _____,” OR “Good morning,”

I am writing in reference to the ad your company has posted on Monster.com seeking a WELDER. As requested in the ad, I have attached a copy of my resume and cover letter for your review as submission for my interest in the position. I have spoken with a few of your employees and studied your company website and feel strongly that I could help meet, and potentially exceed, your needs. I look forward to your response. Have a wonderful day!!

Sincerely,



Online Protocol...

2. Use your cover letter in the body of the e-mail, with the resume attached.



RESOURCES

www.quintcareers.com

<http://office.microsoft.com/en-us/templates/>

Come in to the
STUDENT SUCCESS CENTER
for individual help!!

