

Writing a Cover Letter

From: Alison Doyle on [About.com](https://www.about.com)

- Accompanies each resume you send out
- May make the difference between obtaining a job interview and having your resume ignored
- Makes sense to devote the necessary time and effort to writing effective cover letters.
- Should complement, not duplicate, resume.
- purpose: interpret the data-oriented, factual resume and add personal touch
- Usually earliest written contact with a potential employer
- Creates critical first impression

What is Cover Letter?

Contact Information

The first section of a written or uploaded cover letter should include your contact info:
Your Name, Address, City, State, Zip Code, Phone Number, Cell Phone, Email

Employer Contact Information

If you have contact info for employer, list below your contact info. If not, leave off cover letter.

Cover Letter Salutation

Include appropriate salutation at the beginning of the cover letter or message. If you have a contact person for your letter, be sure to include their name in your letter. *Dear Mr. _____:*” or *“Dear Sir or Madam:”*

Body of Cover Letter

Lets the employer know what position you are applying for, why the employer should select for interview, and how you'll follow-up. should include:

- First Paragraph - Why you are writing
- Middle Paragraphs - What you have to offer the employer (*be specific*)
- Final Paragraph - How you will follow-up

Cover Letter Closure

Close your letter in a professional manner. *Thank You for Your Time,*

Basic Parts of Cover Letter

Box Office Manager Requirements:

- Conduct, oversee subscription and ticket sales for events
- Generate and maintain reports, perform accounting activities
- Customer service skills and accounting experience

My Skills and Experience:

- Box office management including ticketing, maintenance of records and ticket database management
- Maintain and generate reports
- Box office accounting transaction and reporting
- Customer service, seating, and ticketing patrons

Example of “making a match”

- **Make sure you are qualified to apply**
- Ex: person with 10 years of child care experience, and no computer experience applying for programmer position won't get an interview.
- If your qualifications don't come close to matching the criteria, save time and don't apply.
- Many qualified candidates whose cover letter and resume will make the cut
- Instead, focus on applying for jobs you do qualify for
- Spend time gaining additional skills or education (volunteer, take a class, etc.) to prepare to apply for positions that are a rung or two up the ladder

Are you the right stuff or not?

1. Using the Wrong Cover Letter Format

The student's cover letter looked more like a cut-and-paste email than a business letter. It had no recipient information, no return address and no date. The letter screamed unprofessional.

2. Making It All About You

It may seem counterintuitive, but your cover letter, like your resume, should be about the employer as much as it's about you.

Avoid These 7 Killer Cover Letter

Mistakes, *By Peter Vogt, Monster Senior Contributing Writer*

3. Not Proofing for Typos and Grammatical Errors

Employers view typos and grammatical errors as evidence of your carelessness. Proofread every letter you send.

4. Making Unsupported Claims

Too many cover letters from college students and recent grads say the applicant has "strong written and verbal communication skills." Without evidence, it's an empty boast. Give some examples. Employers need proof.

Avoid These 7 Killer Cover Letter Mistakes, *By Peter Vogt, Monster Senior Contributing Writer*

5. Writing a Novel

Good cover letter = no longer than one page (three or four concise but convincing paragraphs) that are easy to read.

6. Using the Same Cover Letter for Every Job and Company

If you haven't addressed their company's specific concerns, they'll conclude you don't care about this particular job. It's time-consuming but worthwhile to customize for the specific job and company.

7. Not Sending a Real Cover Letter

There is no gray area here: You must include a well-written, neatly formatted cover letter with every resume you send. If you don't, you won't be considered for the job.

Avoid These 7 Killer Cover Letter Mistakes,

By Peter Vogt, Monster Senior Contributing Writer

There are 3 general types of cover letters:

- The **application letter** which responds to a known job opening
- The **prospecting letter** which inquires about possible position
- The **networking letter** which requests information and assistance in your job search

3 Types of Cover Letters

- An **Application letter** responds to a known job opening
- **Make a match:** Take job posting and list the criteria the employer is looking for. Then list the skills and experience you have.
- Address how **your skills** match the job in paragraph form or list the criteria and your qualifications.

1. The Application Letter

1. SAMPLE APPLICATION LETTER

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Contact Name
Title
Company Name
Address
City, State, Zip Code

Dear Contact Person:

I'm writing to express my interest in the Web Content Specialist position listed on Monster.com. I have experience building large, consumer-focused health-based content sites. While much of my experience has been in the business world, I understand the social value of the non-profit sector and my business experience will be an asset to your organization.

My responsibilities included the development and management of the site's editorial voice and style, the editorial calendar, and the daily content programming and production of the web site. I worked closely with health care professionals and medical editors to help them provide the best possible information to a consumer audience of patients. In addition, I helped physicians learn to utilize their medical content to write user-friendly, readily comprehensible text.

Experience has taught me how to build strong relationships with all departments at an organization. I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements, work with the development department to implement design and functional enhancements, and monitor site statistics and conduct search engine optimization.

Thank you for your consideration.

Signature

FirstName LastName

- A letter of interest, also known prospecting letter, sent to companies to let them know you are interested in jobs that may be currently open or become available in the future.
- Should contain information on why the company interests you and why your skills and experience would be an asset to the company.
- Provide info on how you will follow-up and your contact information.

2. Prospecting Letter

2. SAMPLE PROSPECTING LETTER

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Contact Name
Title
Company Name
Address
City, State, Zip Code

Dear Mr./Ms. LastName,

I am interested in finance and I would like to inquire about positions at ABD Company. ABD's Professional Leadership Program has been recommended to me as one of most highly regarded corporate finance training programs in the industry. I would be interested in learning more about the company and about available opportunities.

I have a Bachelor's Degree in Accounting from XYZ University. In addition, I completed two internships focusing on finance and spent a summer work for DEF Corporation at its New York City headquarters.

My resume, which is enclosed, contains additional information on my experience and skills. I would appreciate the opportunity to discuss the leadership program with you and to provide further information on my candidacy. I can be reached via my cell phone, 555-555-5555 or by email at bbbb@gmail.com.

Thank you for your time and consideration. I look forward to speaking with you about this exciting opportunity.

Sincerely,

Your Signature

Your Typed Name

- Job search networking really does work.!
- At least 60% - some report even higher statistics - of all jobs are found by networking.
- Develop contacts - friends, family, neighbors, college alumni, people in associations
- Take a direct approach and ask for job leads or try a less formal approach and ask for information and advice.
- You may be surprised by the people they know. Make yourself pick up the phone and call.
- Email is acceptable way to network as well. Keep your message brief and be sure to check your spelling, grammar, and punctuation.
- A networking letter is to set up an informational interview or obtain job search assistance by networking from a contact in your career field

3. Networking Letter

3. SAMPLE NETWORKING LETTER

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Contact Name
Title
Company Name
Address
City, State, Zip Code

Dear Mr. Contact,

I was referred to you by Diane Smithers from XYZ company in New York. She recommended you as an excellent source of information on the communications industry.

My goal is to secure an entry-level position in communications. I would appreciate hearing your advice on career opportunities in the communications industry, on conducting an effective job search, and on how best to uncover job leads.

Thanks so much, in advance, for any insight and advice you would be willing to share. I look forward to contacting you early next week to set up a telephone informational interview. Thank you for your consideration.

Sincerely,
YourFirstName

<http://jobsearch.about.com/od/cover-letters/tp/types-of-cover-letters.htm>

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