



Business Communication (HS-218)

Week 10(Recorded Lecture Part 2)

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Cover Letter

Tailored for CV + Job application

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What is a cover letter for a job?

The cover letter is a tool to help introduce yourself in a memorable, personal way during a job application. A well-crafted cover letter goes over information on your resume and expands this information for the reader, taking them on a guided journey of some of your greatest career and life achievements.

A cover letter should complement, not duplicate, your resume.

Cover letters are read by the HR department. In fact, to some hiring managers, they're the most important part of your job application. Write a fresh Cover Letter customized for each job.

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What is a cover letter for a job?

A cover letter is an important document (placed on top of all your documents in order) to demonstrate your experience and fit for the position you are applying.

It's a way to explain specific scenarios and call out essential skills that aren't already covered in your resume.

When applying for a job, a cover letter should be sent or posted with your resume or curriculum vitae. Typically, a cover letter is a one-page document that explains to the hiring manager why you are an ideal candidate for the job. It goes beyond your resume to explain in detail how you could add value to the company.

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cover letter

job application



opening

To Whom It May Concern, / Dear Sir or Madam,
Dear Mr. O'Brien,

reason for writing

I am writing to express my interest in the position of ...
I wish to apply for the position of ...
I am writing in response to your advertisement for ...
I am writing to enquire as to whether there are any vacancies ...

introducing yourself

I am currently working as a ... / I am currently studying ...
At present, I am working for xxx where I am responsible for ...
I have been working in my current position for the past (time).

talking about your education & experience

I graduated from ABC University with a degree/master's degree in ...
The nature of my studies has prepared me well for a position such as this one.
As you can see from my CV, I have worked ... and gained experience ...
My mother tongue is English and I am fluent in both French and German.

why you are the best for this position

I feel I am suitable for this role as I have a great deal of experience in ...
I consider myself to be a friendly, efficient and enthusiastic worker.
I believe I would be the ideal candidate based on the fact that I ...
I am very keen to work for an ambitious company such as yours.

closing comments

Thank you for taking time to consider my application.
I am available for contact and/or interview at any time.
If you wish to contact me, you can do so on +353 86020 ...
Should you require further information, do not hesitate to contact me.
Please find CV attached (emails) / enclosed (letters).

signing off

I look forward to hearing from you.
Yours sincerely, (if you know the name 'Dear Mr. O'Brien')
Yours faithfully, (if you are writing to 'Dear Sir or Madam')

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Craft a catchy/ crisp opening sentence (No need to lead with your name—the hiring manager can see it already on your resume).

Go beyond your resume in the body of the letter - discuss tailored (selected) achievements, skills, experience that make you a custom-fit for the job. Highlight the right experiences, showcase your skills (not necessarily your education). Don't apologize for your missing experience. Give some statistics or numbers like managed/ lead a team of 5 or 20 people, improved efficiency by 30%.

Finish strong - the closing paragraph is your last chance to emphasize your enthusiasm for the company or how you'd be a great fit for the position. For example, you could say: "I'm passionate about [Company]'s mission and would love to bring my [add your awesome skills here] to this position." You can also use the end of your letter to add important details—like, say, the fact that you're willing to relocate for the job.

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Cover Letter Tips



Here are a few tips to make your résumé more effective:

- A tailored cover letter may be used to accompany a résumé.
- Address the letter to the contact person or to the Human Resources Director.
- Use standard business letter format.
- Use a font size of 10 to 14 points.
- Use non-decorative typefaces. Choose one typeface and stick to it.
- Cover letters should be individually typed and signed.
- Use terms and phrases that are meaningful to the employer.
- Minimize jargon, abbreviations, and contractions and be concise.
- Check your letter for errors and grammatical correctness.
- Pay special attention to the job description as it provides specific cover letter instructions.

While your résumé is a summary of your credentials, your cover letter can be an effective marketing tool. Your aim is to demonstrate why your education, work experience, skills, and background uniquely qualify you for the position you're applying for.

A cover letter should contain three main sections:

FIRST PARAGRAPH

- Identify the position for which you are applying.
- State how you learned of the position and why you are interested in the position or organization.

SECOND PARAGRAPH

- Summarize why you are a strong candidate for the position.
- Target the job description and specifically discuss how your skills relate to the job requirements.
- Highlight one or two of your accomplishments or abilities that show you are an excellent candidate for the position.
- Detail positive characteristics and past experiences that illustrate how your qualifications will benefit the organization.

CLOSING PARAGRAPH

- Thank the person for considering your résumé and offer to provide additional information.
- Include your phone number and when you can be reached.

See sample cover letter!



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Jane Somebody

123 Anywhere Street, City, State

(555) 000-0000

janesomebody@emailprovider.com

Current Date (Month Day, Year)

Mr. J. Employer
Manager
AnyCompany, Limited
000 Imaginary Street
City, State Zip Code

Dear Mr. Employer:

I am writing to express my interest in the administrative assistant position at AnyCompany, Limited as advertised in the (note how you found out about the job) on (note the date if the job was advertised). The attached resume explains in detail my qualifications for this position.

For the past five years I have worked as an administrative assistant at ABC Company. My current role is a front line position in which I greet and assist up to fifty clients daily, maintain accurate client data analysis reports and provide general administrative support for my colleagues. I have exceptional computer skills. Specifically, I am proficient with MS Word, Excel, PowerPoint and Access, and I have become known within my office as a reliable resource person for resolving computer related issues.

I am well organized, detail oriented and able to prioritize effectively to manage conflicting demands in a fast paced work environment. I have strong analytical, research and time management skills and a very high degree of commitment to my work.

Thank you for taking the time to review my resume. I am available at your convenience for an interview.

Sincerely,

(don't forget to sign here!)

Jane Somebody
Enclosure



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Anatomy of a Perfect Resume

JOB OPPORTUNITIES

Well established and well known company requires following staff.

HR Officer

Qualification: Min. MBA in Human Resource, well spoken, well dressed, fluent in English & Urdu

Female Assistant to Chairman

Qualification: Graduation, well spoken, well dressed, fluent in English & Urdu.
Age: 22 to 30years **Experience:** 2years

Female Receptionist

Qualification: Min. FA, well spoken, well dressed, fluent in English & Urdu.
Handsome salary, Lunch and Pick & Drop will be provided by the company

Interested candidates contact on: 0324-2400001

Email your CV : sair@safarigarden.pk

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1

JOSÉ SMITH

518 Woodfield Rd, Chicago, IL 60652
555-212-8533 • jose_smith907@gmail.com

2

3

KEY SKILLS

Soft Skills

Brand Positioning & Storytelling
Project Management
Team Leadership
Communication

Hard Skills

Google Analytics
Marketo
Salesforce
Excel

4

PRIOR WORK EXPERIENCE

Umbrella Corp.
Dec. 2016 - Present
Marketing Intern

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ web site visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

5

6

Coffee 2 Go
Sep. 2012 - Dec. 2016
Barista, Shift Manager

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

7

EDUCATION

Springfield University Sep. 2012 - Dec. 2016
Bachelors of Business Administration (Specialization in Marketing)
Graduated Summa Cum Laude with a 3.7 GPA

8

ADDITIONAL EXPERIENCE

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

9

FIGURE 13.14 Solicited Cover Letter



Uses personally
designed
letterhead

Kendra A. Hawkins

1770 Hazelthorne Place, Boulder CO 80304
(303) 452-1244, khawkins@yahoo.com

May 23, 200x

Ms. Courtney L. Donahue
Director, Human Resources
Del Rio Enterprises
4839 Mountain View Avenue
Denver, CO 82511

Dear Ms. Donahue:

Identifies job and
exact page where
ad appeared

Your advertisement for an assistant product manager, appearing May 22 in Section C of the Denver Post, immediately caught my attention because my education and training closely parallel your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Discusses
education and
experience as
they relate to the
position

Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover, my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

Asks for interview
and repeats main
qualifications

After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 452-1244 to arrange an interview so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises.

Sincerely,

Kendra A. Hawkins

Kendra A. Hawkins

Enclosure

Addresses
proper
person by
name and
title

Relates her
experiences
to job
requirements

Refers reader
to enclosed
résumé

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FIGURE 13.15 Unsolicited Cover Letter



NED



Uses personal business style with return address above date

2250 Turtle Creek Drive
Monroeville, PA 15146
May 29, 200x

Mr. Richard M. Jannis
Vice President, Operations
Sports World, Inc.
4807 Allegheny Boulevard
Pittsburgh, PA 16103

Dear Mr. Jannis:

Shows resourcefulness and knowledge of company

Today's *Pittsburgh Examiner* reports that your organization plans to expand its operations to include national distribution of sporting goods, and it occurs to me that you will be needing highly motivated, self-starting sales representatives and marketing managers. Here are three significant qualifications I have to offer:

Uses bulleted list to make letter easier to read

- Four years of formal training in business administration, including specialized courses in sales management, retailing, marketing promotion, and consumer behavior
- Practical experience in demonstrating and selling consumer products, as well as successful experience in telemarketing
- Excellent communication skills and a strong interest in most areas of sports (which helped me become a sportscaster at Penn State radio station WGNF)

Refers to enclosed résumé

May we talk about how I can put these qualifications, and others summarized in the enclosed résumé, to work for Sports World as it develops its national sales force? I'll call during the week of June 5 to discuss your company's expansion plans and the opportunity for an interview.

Sincerely yours,

Donald W. Vinton
Donald W. Vinton

Enclosure

Addresses proper person by name and title

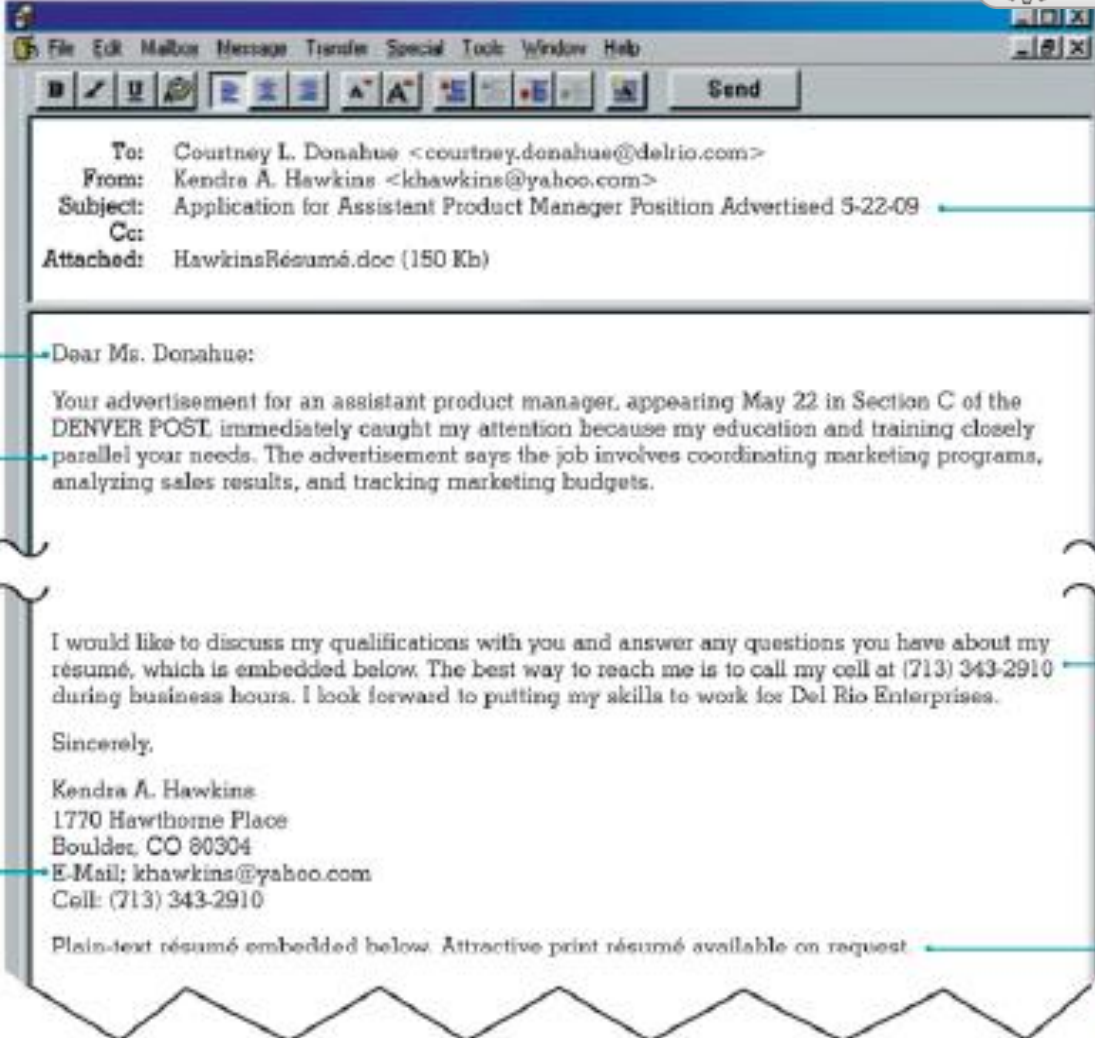
Keeps letter brief to retain reader's attention

Takes initiative for follow-up

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FIGURE 13.16 E-Mail Cover Letter



The screenshot shows an email client window with the following content:

To: Courtney L. Donahue <courtney.donahue@delrio.com>
From: Kendra A. Hawkins <khawkins@yahoo.com>
Subject: Application for Assistant Product Manager Position Advertised 5-22-09
Cc:
Attached: HawkinsRésumé.doc (150 Kb)

Dear Ms. Donahue:

Your advertisement for an assistant product manager, appearing May 22 in Section C of the DENVER POST, immediately caught my attention because my education and training closely parallel your needs. The advertisement says the job involves coordinating marketing programs, analyzing sales results, and tracking marketing budgets.

I would like to discuss my qualifications with you and answer any questions you have about my résumé, which is embedded below. The best way to reach me is to call my cell at (713) 343-2910 during business hours. I look forward to putting my skills to work for Del Rio Enterprises.

Sincerely,

Kendra A. Hawkins
1770 Hawthorne Place
Boulder, CO 80304
E-Mail: khawkins@yahoo.com
Cell: (713) 343-2910

Plain-text résumé embedded below. Attractive print résumé available on request

Annotations:

- Provides complete subject line identifying purpose** (points to the Subject line)
- Addresses proper person by name** (points to "Dear Ms. Donahue:")
- Transfers traditional cover letter to e-mail** (points to the first paragraph)
- Calls attention to résumé embedded in same message** (points to the second paragraph)
- Uses signature block for all contact information** (points to the signature block)
- Reminds receiver that attractive print résumé is available** (points to the last line)

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Any Questions?



If you have any questions regarding this Part of Recorded Lecture, you can ask in the live session at your scheduled live session timings.

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Thank you

