

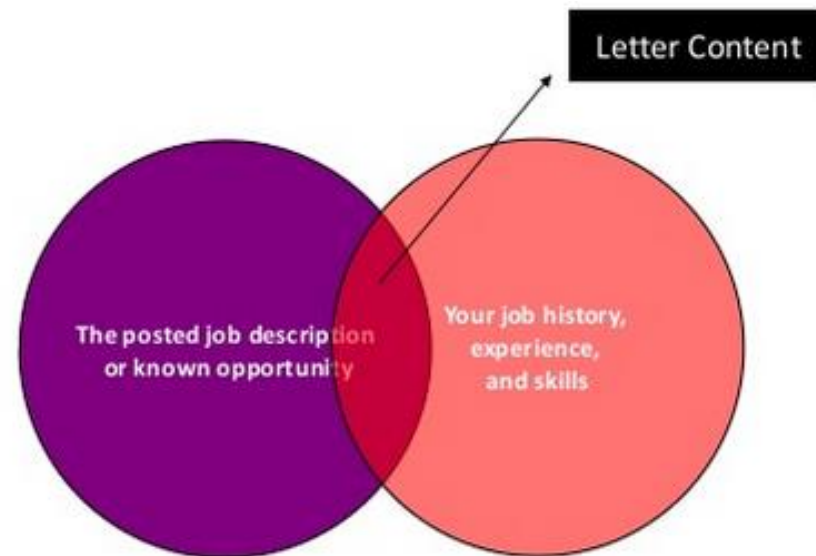
LECTURE -03

Cover Letter

Course Instructor: Laiq Hasan

What is a Cover Letter?

- It is a document that accompanies your CV when applying for a job.
- It is short (usually 200-250) words and follows the layout of a letter.
- It is the answer to employer's question “ Why should we hire you?”
- Usually, the first thing that the recruiter sees.



Why do we need it?

- Cover letter is a chance for the candidate to
 - Highlight skills and achievements relevant to the particular employer.
 - Demonstrate the knowledge about organization and the motivation to work there.
 - Summarize the work experience till date tailored to the competencies required by the employer.
- Cover letter is sometimes used by the recruiters to assess your written communication skills.

Why do Cover Letters Matter?

Example Scenario

- Suppose you are looking for someone to walk your dog.
- You create a job ad.

Dog Walker Needed.
Must love dogs

Why do Cover Letters Matter?

Alice Emails You

I love dogs!
I have 6 of my own and we go
for a walk everyday.
For more information, please
check the attached CV.

Why do Cover Letters Matter?

Bob Emails You

To whom it may concern.
Please find the attached CV.

Meanwhile Bob is thinking,

If I did not love dogs, why would I be applying for this job? I have already mentioned all the details in my CV. I hate writing cover letters!

Why do Cover Letters Matter?

Think as an employer

- Who are you more impressed of?
- Whose resume are you going to bother opening?
- As an employer, you not only want to know that the person you hire is a great person but also that (s)he is the **right person** for your **specific job**.

Cover Letter Layout

- A cover letter typically follows the following layout.
 - Sender's details.
 - Receiver's details.
 - Salutation.
 - Paragraph 1.
 - Paragraph 2.
 - Paragraph 3.
 - Paragraph 4.

I. Sender's Details

- Your name and contact details should either be written in the center or in top right corner of your cover letter.

John Doe

123 Main Street, Anytown, CA 12345 · 555-555-5555 · sherry.applicant@email.com

2. Receiver's Details

- Underneath, aligned left, the name, function, organization and address of the person you are writing to is written, after the date.
- It is better to know the name of the person who is going to read the letter. If you do not know, write the address of the organization.

September 1, 2018

Acme InfoTech
123 Business Rd.
Business City, NY 54321

3. Salutation

- If you know the name of the addressee, start your letter by Dear Mr,Ms,Mrs,Dr followed by the surname of the addressee (Dear Dr Smith).
- If you do not know the name, write the position of the receiver.

<p>John Doe 123 Main Street, Anytown, CA 12345 · 555-555-5555 · sherry.applicant@email.com</p> <p>September 1, 2018</p> <p>Acme InfoTech 123 Business Rd. Business City, NY 54321</p> <p>Dear HR Manager,</p>

4. Paragraph I

Introduce yourself.

- Be brief.
- Talk from a professional perspective.
- Why the position and company interests you? Show your motivation.

With a Bachelor's Degree and Master's Degree in computer science, numerous years of hands-on experience creating and implementing software applications, and the ability to troubleshoot and solve problems in a timely and accurate manner, I confidently express my interest in your posting on LinkedIn for an experienced software engineer.

5. Paragraph 2

Your competencies

- Study the job advert.
- Match the job requirements with your relevant competencies.
- Be concrete, give examples.

I have been involved in numerous large-scale software releases and understand the importance of time management and open communication. While it may be easy to focus on the technical side of work, I have found that being able to express concerns, roadblocks, and alternative solutions to colleagues of varying technical backgrounds has been invaluable in my professional development. Over the course of my career as a software engineer, I have:

- Become a certified Software Development Associate and Professional.
- Led two successful software releases as the Java, team leader.
- Increased team efficiency by implementing Agile methodologies.

6. Paragraph 3

You as an employee

- Your personality.
- What do you bring to the table?

I truly believe in continued education and research and continue to seek new software and methods to assist with product development. I hope to bring my knowledge, and future knowledge, to your organization.

7. Paragraph 4

- Final details
 - Closing remarks.
 - Suggest a concrete follow up for your application.
 - Your availability and details for an interview.
 - End salutation.

Attached is a copy of my resume that further explains my background and technical skills. I can be reached anytime via my cell phone, 555-555-5555 or via email at name@email.com. Thank you for your time and consideration. I look forward to speaking with you more about this opportunity.

Yours faithfully,
John Doe.

Putting it all together

John Doe

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Yours faithfully,
John Doe.

Cover Letter Tips

- Keep it short.
- Be clear about what job you are applying to.
- Show that you have researched the company.
- Address it to the right person.
- Use standard business fonts (Times New Roman, Arial).

Assignment

- You have already written a Motivation Letter in your previous assignment.
- Now, write a Cover Letter for a job and company of your choice.
- Compare and contrast your Motivation Letter with your Cover Letter.
- Submit your response to the 3rd bullet along with your cover letter by next Tuesday.