

Task 2

Now with the combined information, write out your own CV!
Good luck!

Part 2

Cover letters

The cover letter is the second step. If they are intrigued with the CV, they will read your cover letter.

First questions to answer:

- Why should the prospective employer read your letter?
- What is he/she looking for?
- What should you put in the cover letter that you don't put into the CV?

Principle 1: ***The cover letter is about them! Not you!!!***

- 1) State why you are writing
- 2) Explain why you're the top candidate
- 3) Tell them why you admire them
- 4) Declare what is next (e.g. Interview)
- 5) Action close

General Tips

- Read, and re-read
- If done by email be careful of message subject it could be rejected:
 - Avoid words such as free/testing/money/payment/interesting why? Spam box
 - Avoid html text
 - Ask for receipt of message. **Do not say URGENT** If they don't replay you have an excuse to call!! To recontact them.

Principle 2 What is the best means to find a job? Social networking
NB: What's on-line about you? Be careful about facebook!!!
Start spinning your web. What about a sound bite? But avoid a UTube performance!

Principle 3: Assess the job offer: *What do they require and what can you deliver?*

- Checklist comparison
- Devise an action plan for your first 90 days

Principle 4 Advantages of *stand out* cover letters

- Strong personalization
- High energy
- Relevant information
- Moderately informal
- Interesting to read

Principle 5 Important points to remember

- Make a good first impression (they decide in seconds on the cover letter, in minutes for the interview)
- Put your focus on the employer
- Sell your benefits, not your features
- Show savvy without boasting
- Warm up your reader/audience
- Keep a measure of control
- Indicate that you do good work
- Conform critical thinking skills
- ***NO spelling mistakes for techies***

Now let's get down to writing!

Point 1 Anatomy of a cover letter

- Contact information
- Date line and inside address
- Salutation
- Introduction (grab their attention !)
- Body
 - Competencies
 - Skills
 - Accomplishments
- Conclusion: What happens next
- Closing signature

Point 2

A) Three general tips to improve your letters

1. High light short sentences with bullets,
2. Start with a quote that reflects your prospective employers' policies or values
3. Reword the employers mission statement into your letter to describe your work ethic, skills and values

B) Capture their attention with an energetic opener! Remember:

1. The best information to use is a known name (personal referral works best)
Are you known or inside the group already?
2. Launch your letter with what you clearly want, (of course it's what they need too!) quickly followed by the qualifying benefits you offer directly related to the requirements of the company.
3. OR create a narrative hook for an opening. *Time's fun when you're having flies....*
4. Don't waste your opening line by restating the source of the job post.
This can be in the RE part of the letterhead

SELL, don't TELL!!

Samples of Grand Openers

Ms. Jolie Jumper, your marketing manager, inspired me at the Newbie Convention with her 3 toys investment strategy. At that moment, I realized how much I wanted to be part of her team...

The breakthroughs Macroduct has achieved in server autonomy are rocking the established players... I'm in awe of your progress.

Your announcement for a zigzag programming expert, was a bolt of lightning to my soul. I feel I am perfect for the job and would like to prove it to you!

I have heard that you are looking for a person who can co-ordinate C++ and manage a team of aging doctors. I think I have hit the jackpot, and maybe you have, too. Don't you love a perfect match?

Samples of Grand Losers

My school requires me to find an internship, so I'm writing you.

I was recently laid off from my company, so I'm looking for a new job.

As you can see from my resumé, I have had little experience in your field.

C) Skills that employers want

- | | |
|---|-------------------------------------|
| a. Effective communication | e. Teamwork skills |
| b. Computer and technical literacy | f. Diversity sensitivity |
| c. Problem solving/creativity | g. Planning and organizing |
| d. Interpersonal abilities | h. Leadership and management |

C) Personal qualities employers want

- a.** Adaptability & Flexibility
- b.** Professionalism and work ethic
- c.** Positive attitude and energy

D) General tips

- a.** Language: Avoid passive voice- Use **active** verbs to avoid wimpiness.
- b.** Adding a PS can highlight something rather than note something you left out.
- c.** You should communicate the most important thing you want your employer to know about you (e.g. : *I'm anxious to tell you how I increased the net profit of my employer by 15% in 2012.*)

Samples of Power Phrases

Given my THXII experience, I'm confident that we have a mutual interest in capturing the 12-25 market segment.

I have completed a number of successful projects during my time at the University of Lappoli:

- First as a manager of XXYt, a referral service
- As a team leader in the XIXI Integrated Circuits research symposium; and
- Finally as the coach of for the Chicago inner-city youth club.

While I was the chair of the Students Association for Grandiose Partying, I organized the fundraising campaign through alumni, local businesses, and charities resulting in a \$25,000 for our recruiting event!

After completing my double diploma in just 3 years, with internships in Microsoft, Google, and Amazon, I believe that my capacities for problem-solving, team work, and critical time management, make me an A-list candidate to join your workforce.

Action words

Accomplished	Facilitated	Played a key role
Achieved	Formulated	Produced
Actively participated	Headed up	Profitably
Administered	Investigated	Restructured
Co-developed	Led	Solved
Developed	Leveraged	Supervised
Dealt effectively	Managed	Resolved
Decreased costs	Marketed	Turned around
Increased turnover	Negotiated	Enabled
Delivered	Orchestrated	Upgraded
Established	Persuaded	
Exceeded target	Planned	

Samples of Action Closes

I would welcome an interview to discuss how my qualifications and background could help your company achieve its goal to break into the European market.

I realize you have a heavy schedule, so I'll check with your secretary next week to set a convenient time for us to meet. Flexibility is my middle name, and I'll be glad to meet at anytime which suits you. Thanks for your time and energy. I look forward to meeting you.

I'm excited about the opening and am anxious to meet with you personally to see how I might contribute to your admirable efforts to implement the new Xiimoo application to help make the world a better place.

Six words that can ruin a sentence:

Actually
Obviously
Basically
Literally
Like
Honestly

Task 3

Now with the combined information, write out your own cover letter! Good luck!