

LEVEL	NUMBER	LANGUAGE
Intermediate	EN_BE_3A02W	English





Goals

- Can list and explain the features of an effective cover letter.
- Can write a straightforward and well-structured cover letter.





When you **apply** for a **job** you need to write a **cover letter**.

A **cover letter** is a way to introduce yourself to your **prospective new employer**.

Normally, when you send a **cover letter** you also send a copy of your **CV**.



Preview and warm-up

- Writing a great **cover letter** is one of the most important steps in getting a new job. Along with your **CV**, your **cover letter** is the first piece of information that a **prospective new employer** receives about you.



Think of a **cover letter** as a way of **introducing yourself** to your **prospective new employer**.

Remember, you want to make a good **first impression**!



Writing a cover letter – starting the letter

- You can start a **cover letter** in the same way as you write other **formal letters** in English.
- Try to find out the name of the person who **handles** job applications and **address** your letter to them.
- Start your letter by **introducing** the **reason why** you are writing.

Dear Mr Brown,

I'm writing to apply for...

I saw your advertisement and would like to apply for...

I'm writing in response to your recent advertisement ...

My name is... and I would like to apply for...

I am writing to express my interest in...





Writing a cover letter – what to include



- The **main part** of the cover letter is the **most important part**.
- Remember, this is your chance to make a great **first impression** on your prospective employer. Before they read your letter they know nothing about you!
- **First**, you need to tell them **which job** you are applying for. Then tell them some **information** about **yourself**, especially **why you want** to apply for this job.

- A **good** cover letter should be **clear** and **easy to understand**.
- A **good** cover letter **shouldn't be too long**, but it should make your prospective employer **want to know more** about you.
- A **good** cover letter should say **why you are motivated and excited** about the job.
- A **good** cover letter should explain **why you are a good candidate** for the job.



Writing a cover letter – how to finish the letter

- You can end a **cover letter** in a similar way to how you write other formal letters in English.
- It's a good idea to **thank the person** you are writing to for their time and **express hope** that you will hear from them soon.

- You should also include **your contact details**.
- You might also want to **share when you would be available** for a meeting or interview.
- In the UK, it is generally not advisable to have a photograph on your CV.





Writing a cover letter – important things to remember



- **Remember**, the person reading your cover letter doesn't know you yet.
- This is your chance to make the best **first impression** on your **prospective employer**.



Your cover letter should be **well written, clear** and **easy to understand**.
In your cover letter you want to show that you are **motivated, enthusiastic** and the **right person for the job!**



Vocabulary review slide

job

formal

cover letter

to handle
something

CV

advertisement

prospective
employer



summary



Sentences slide



I would like to **apply** for the job of marketing assistant.

A **cover letter** is a formal letter.



Normally, the **human resources department** handles job applications.

A cover letter is a **letter of introduction** to a **prospective** employer.



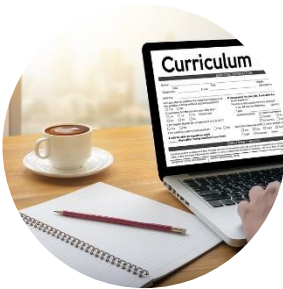


Sentences slide



I saw your **recent advertisement** and would like to **apply** for the job.

I have **attached** a copy of my **current CV**.



A CV should include a **summary** of your work experience.

I am **attracted** to your company as a **prospective** employee because I believe you are **leaders in your field**.





Thinking about cover letters

Look at the adjectives on the cards below. Which do you think best describe a good cover letter? Which describe a bad cover letter?





Cover letters

**When did you last write a
cover letter?**

What was it for?

**In your field of work,
what makes a good cover
letter?**



Improve these bad sentences from a cover letter!

1. I am the best person for the job.



2. I need a new job because my current job is really boring.



3. My current job doesn't pay enough money.



4. I don't know why I want to work for your company.



5. I can't wait for the work parties at your company!





Practise sentences

Write sample sentences about yourself that you might include in a cover letter for your dream job. Write at least one sentence for each of the topics on the cards below.



why you are
interested in the
job

your education

your work
experience

why you are a
good candidate
for the job



Vocabulary review slide

background

motivated

apply

enthusiastic

position

**to have
experience in
something**



part-time

full-time



Sentences slide



My **background** is in marketing.

I'm **motivated** and **hardworking**.



I would be an **enthusiastic** member of the team.

I have five years of **experience** in a **similar** position.





Sentences slide



I **currently** work part-time.

However, I would like to **find** full-time work.



The **position** really **interests** me.

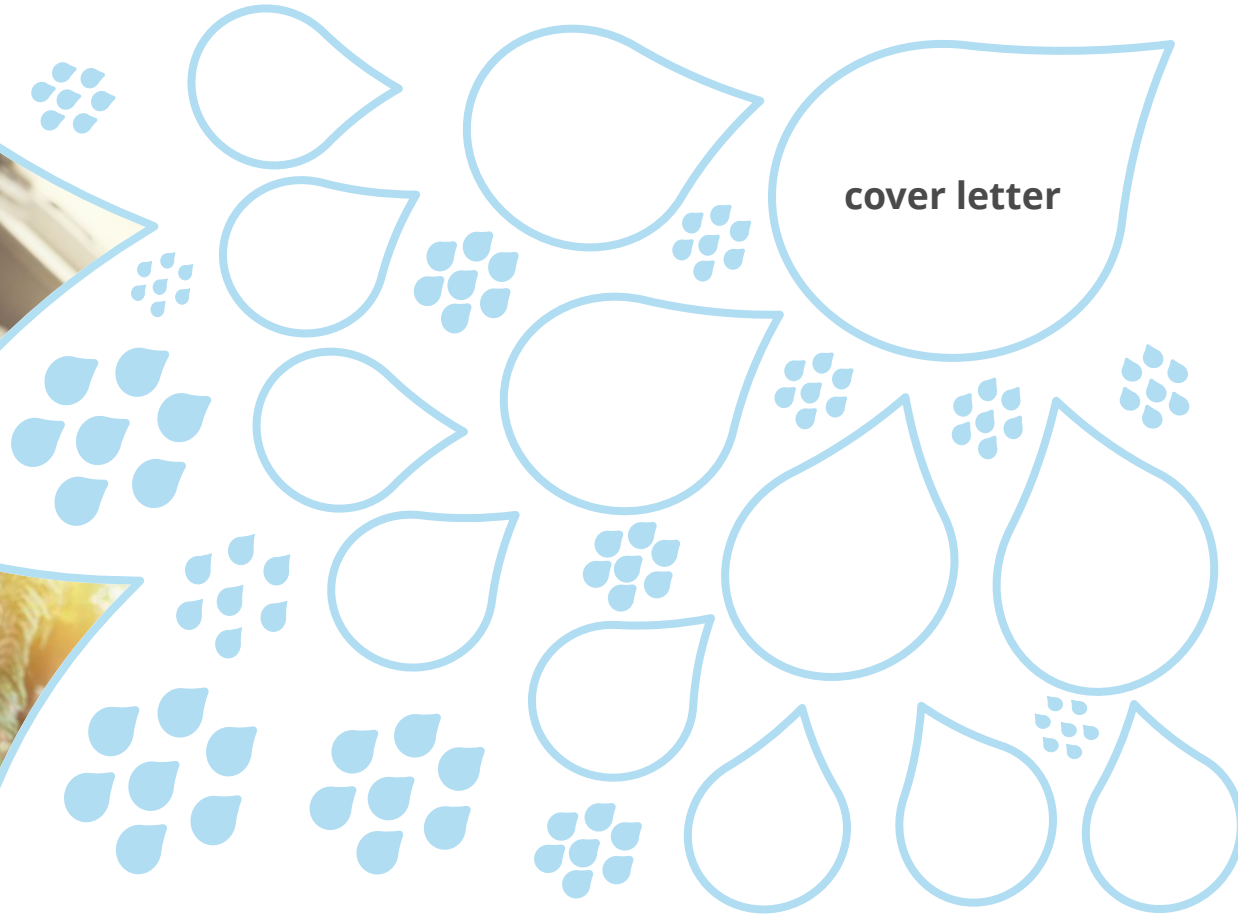
I would **love** to **apply** for the job.





Brainstorm

Brainstorm important things to remember when writing a cover letter. Write about the information you should include. Think about how you should write and the things you should not write in a cover letter!





Practice time!

Write one sentence about yourself using each of the words or phrases on the cards below. Try to make it a sentence that you could use in a cover letter!



job

background

experience

enthusiastic

position

motivated

interested in

apply for

would like



Your next job



Tell your teacher about your current job.

What would you like your next job to be?

Why would you be good at this job?

What would a good cover letter for this job include?

Make some notes!



Cover letter short example

Cover letter for position as marketing assistant

Dear Ms Ross,

I am writing to apply for the advertised position of marketing assistant at Sunny Travel Company. I am a recent graduate of the University of London with a degree in travel and tourism. I have 2 years experience of working in the marketing industry and I am currently employed as a part-time marketing assistant with London Airways. The job as marketing assistant with Sunny Travel Company really interests me as I would love to find a full-time position in a field that I am passionate about. I have attached a copy of my current CV for your reference.

I hope to hear from you soon.

Yours faithfully,
Mark Miller

Read the example cover letter above!



Fill in the gaps

Cover letter for position of your choice

Dear _____ ,
I am writing to apply for the advertised position of
_____ for/at _____. I am a
_____. I have _____ working in the
_____ and I am currently employed as a
_____. The job as _____ really interests
me because _____.

I have attached a copy of my current CV and hope to hear
from you soon.

Yours faithfully,



Write a letter

Now it's your turn! Try to write a cover letter for a job that you might be interested in. Try to write about 200 words. You can include vocabulary and sentence structures that you have learnt in this lesson.

A large rectangular box with a thin black border, intended for writing a letter. It contains several horizontal lines for text entry. The lines are arranged as follows: a single line on the right side, followed by a single line on the left side, then a block of eight lines on the left side, and finally a single line on the left side at the bottom.



Compare this text with the text you wrote!

Sample cover letter

Dear Ms Sweet,

I am writing in response to your advertisement for the position of sales manager with Katy's Cakes. I believe I would be an ideal candidate for the role as I am enthusiastic, experienced and looking for a new challenge!

I have worked in the food industry for nearly 7 years and, for the last 2 years, I have been the assistant sales manager at Bread World. I am interested in the position with Katy's Cakes because I would like to take on more responsibility and feel I am ready to progress in my career. I am enthusiastic about cakes, and as well as having a background working in the food industry, I love to bake at home for family and friends too. I have a food hygiene certificate, and a higher diploma in bread making and cake decoration.

I have attached a copy of my current CV and hope to hear from you soon. I would be available for interview immediately and able to start work within the next month.

Thank you for taking the time to consider my application.

Yours faithfully,
Kevin Hungry



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again





Look at the words and phrases in the boxes below.
Can you make a sentence with each?

position

enthusiastic

to have
experience in
something

[illegible]



Homework e-mail writing activity

**Write a cover letter for a job of your choice. Read through your notes from this lesson before you start writing and remind yourself of the structure of a cover letter.
Include new vocabulary and phrases from the class!**

	-	□	×
To:			
Subject:			
Dear Ms Jones,			



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