

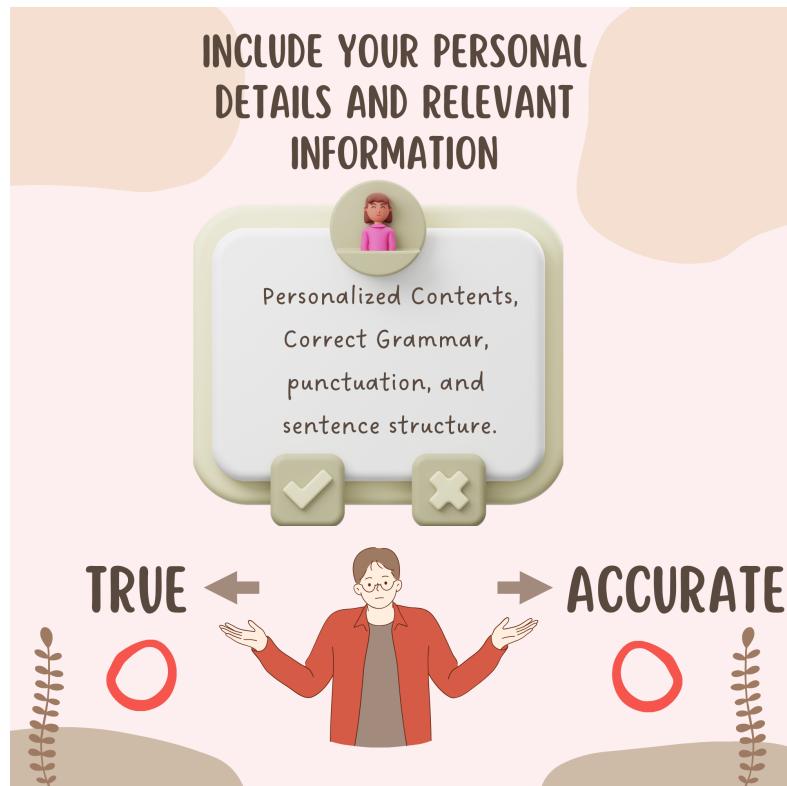


A Step by Step Guide On How To Create An Impressive Cover Letters for Aspiring Virtual Assistants

Your cover letter is often the first thing employers see when reviewing your job application. To get an employer's attention and convince them to consider seriously consider you for an interview, a cover letter needs to include several key elements within a clear format. While there is no such thing as "best format" for a cover letter, there are some general guidelines on what to do, and what not to do in creating one. Because hiring managers review dozens of job applications every day, they look for specific content in cover letters that tell them the most about the candidate and meet their professional expectations.

Here is an effective step-by-step guide on how to create an exceptional cover letter for aspiring Virtual Assistants.

Step 1. Include your personal details and relevant information.



In most cover letters, the first information that clients will glance at and read is personal information. It is critical that you provide all pertinent details about yourself clearly in your cover letter. Be certain that all of the information is true and accurate. The information or details that are relevant to the job application should be highlighted. Keep your sentences short and straightforward, yet understandable. Don't use overly sophisticated adjectives or phrases to describe yourself. The simpler the better.

Moreover, ensure that your cover letter follows proper grammar, punctuation, and sentence structure. This is non-negotiable as it will definitely make a favorable impression on

potential clients. Personalize your cover letter as much as possible. Don't simply copy and paste stuff from the internet. Though there are a plethora of free templates available online, this will be clear when someone reads it. Don't make your cover letter generic. It's always best to customize the contents so that you can include the essential wordings, adjectives, grammar, punctuation marks, and so on based on the job requirements.

Step 2. Address your letter to a specific person.



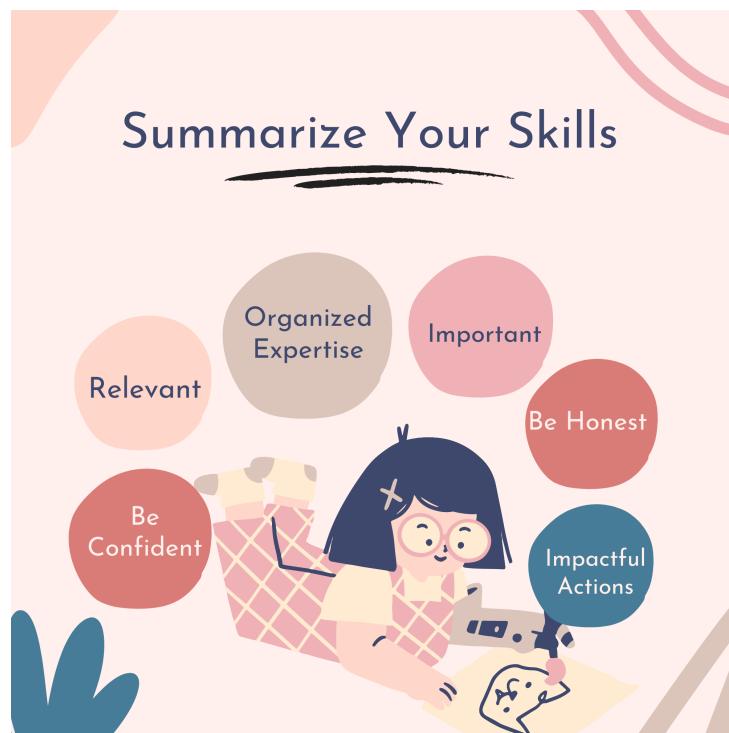
Be proactive in addressing the hiring manager and whether he or she is a male or a woman, address him or her appropriately. If you know the person's full name, it's best to use the last name when addressing her or him. Never forget to maintain a pleasant, professional, and polite demeanor.

Though it's always highly suggested to contact a specific person with your cover letter, there are job postings that do not include the name of the employer or hiring manager. In these

cases, you need to do some research to find out who the right person is. Try to call the company and ask a receptionist for the hiring manager's name. If you've exhausted your resources and still did not get the name, you can still keep your cover letter professional by using "Dear Hiring Manager". Applicants frequently used the phrase "To Whom It May Concern." However, this is an old-fashioned way that feels impersonal. Therefore, do not make the mistake of using it.

Picture this: The hiring manager opens up your cover letter. He or she looks at it for half a second before kicking it to the recycle bin. Can an address on a cover letter hurt your chance to land the interview and get the job? You bet it can. The hiring manager has 100 to 300+ cover letters and resumes to read. It's okay to assume that he or she is already not in the best mood. Without knowing her or his name, there's a whole bag of things you can do wrong and only a few ways to do it right. You would want her or him to feel good about you from word #1.

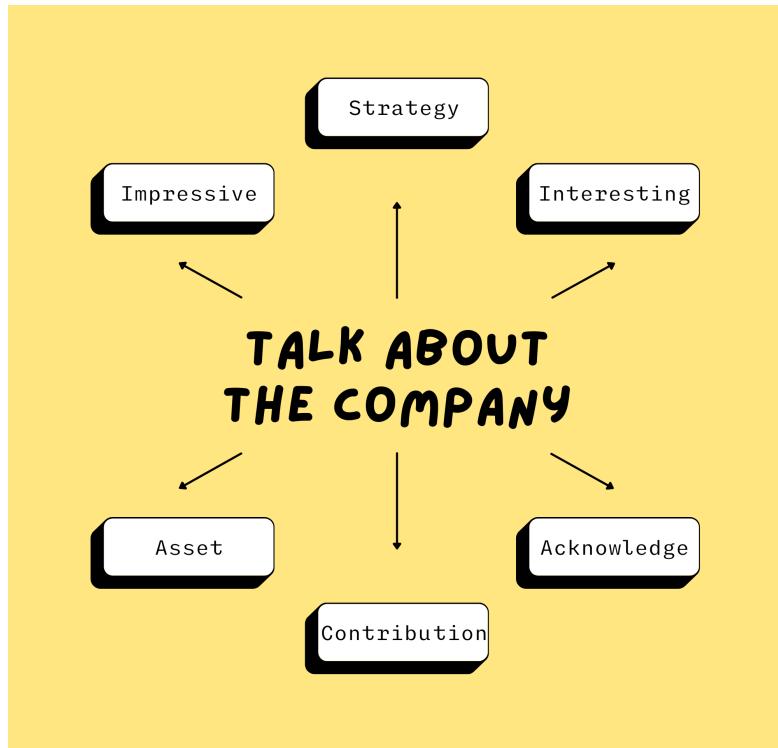
Step 3. Summarize your skills.



Make a list of all your skills that are relevant and relatively important to the job you're applying for. Use succinct language and adjectives to describe what you can do and organize your expertise in a manner that would convince the employer that you will be an asset to the company. Presenting yourself in your cover letter should reflect your confidence, but be honest about the skills you truly have and never oversell yourself.

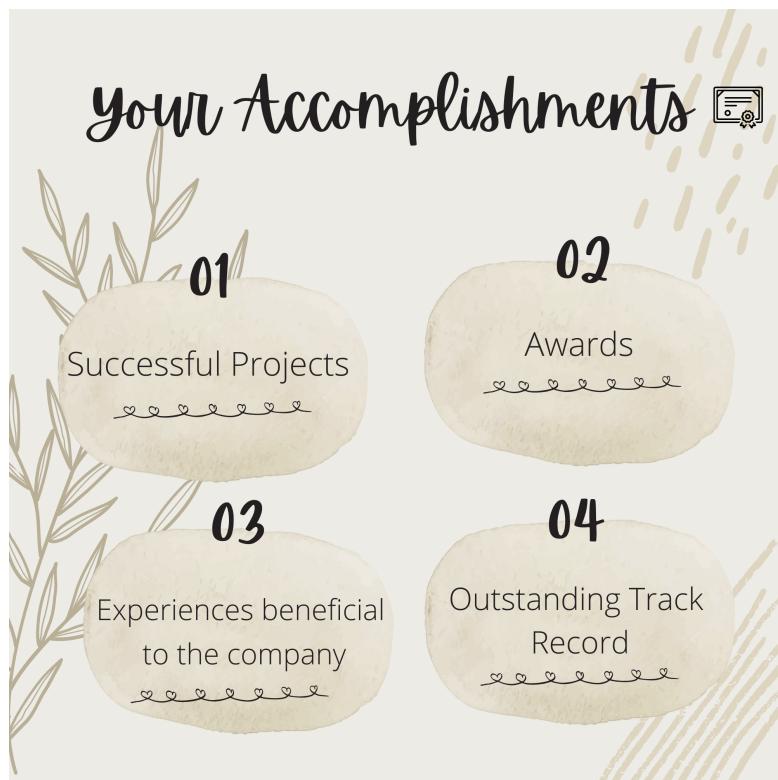
It is your skills that mainly attract the employer's attention because you're immediately sharing how you can benefit their team. Include stories about relevant projects or situations that give insight into how skillful you are, how you solve problems, and how well you do your work. Explain how your skills contributed to the success of past projects and draw attention to the impact of your actions.

Step 4. Talk about the company.



Do as much research as possible on the client's business and mention some acknowledgment whether it's a start-up or a well-established corporation. This will give an idea to the client that you went the extra mile to know more about the company or business and having this much interest would convince him or her that you are determined to get the job. However, don't just mention random details. You can highlight the specific reasons that made you interested in applying.

Step 5. Mention of accomplishments.



One or two of your most noteworthy accomplishments or abilities should be highlighted as they would increase your chances of being remembered. If possible, mention the accomplishments that can contribute to the client's business or company because it will mean that you have an outstanding track record of being successful in the job that you're applying for. Undoubtedly, many hiring managers wanted to see accomplishments included, particularly

accomplishments targeted specifically to the hiring organization's needs. Who wouldn't want to have someone who has accomplished something that is relevant to the company's needs?

If you don't have much work experience, you can also use achievements in education, volunteering, or projects sections. When listing achievements, make sure they include time frame, scale, and results.

Step 6. Indicate relevant and impressive training you have completed.



Mention relevant training you completed, such as training from Home Based Connect, VABootcamp, and others, in addition to the accomplishments you achieved when you were not yet a virtual assistant. Inexperienced or aspiring VAs are not necessarily clueless on the job. You could use the trainings you went through to convince clients that even without prior experience,

you have the learnings that can help you do well on your job.

In addition, if your client finds out that you've invested so much in training and took the time to improve yourself, they would know that you can be a more well-rounded VA. Needless to say, you're in demand!

Step 7. Attach relevant certificates.



Documents relevant to your application, such as recommendation letters, portfolios, training certificates, and achievements, should be attached or included in the cover letter. If you have a website that highlights your skills, you can include the link so that it would be easier and more convenient for the client to see through your profile what you are truly capable of.

Having supporting documentation from candidates to back up what they say in their cover letters helps companies evaluate applications. For many clients, a resume or cover letter provides all the information they require. However, other employers may need more information to determine which applicants they will interview and eventually hire.

Your cover letter will often make the first impression in the mind of a hiring manager, making it an essential part of your application. Therefore, having it well-written is an opportunity to show the reader you embody the key attributes necessary for the role or job, which is why it is important to invest the necessary time and effort into writing yours.