



Work-Integrated Learning

WTP200

Work Term Preparation Course

Cover Letters

WHY DO I NEED A COVER LETTER?

- A cover letter is an opportunity to introduce yourself to an employer by explaining:
 - Your interest in the company
 - Your interest in the position
 - Your qualifications
 - What sets you above the other applicants
- It allows an employer to get a sense of each applicant beyond what their resume conveys

PARTS OF A COVER LETTER

- 1) Heading with contact information (same as your resume)
- 2) Salutation
- 3) Opening paragraph
- 4) Body paragraphs
- 5) Closing paragraph
- 6) Closing greeting

1) HEADING & CONTACT INFO

- Provides the employer with essential information that tells them:
 - How to contact you
 - The date that you are writing the letter/applying
 - Who you are writing to
- *Tip: use left justified or match the style of resume heading*

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January 20th, 2017

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2) SALUTATION

If you <u>know the name</u> of the person you should be addressing:	If you <u>do not know the name</u> of the person you should be addressing:
Dear Mr. _____,	Attention: Manager of _____ Department,
Dear Ms. _____,	Dear Hiring Manager, Dear Recruitment Manager,
NO: To whom it may concern - <i>shows lack of interest and indifference</i>	

- **Personalize your cover letter** for all of your applications based on the contact info in job posting



Dear Sir/Madam...
Dear Potential Customer...
Dear fellow citizen...
Dear friend...
Mon ami...
Hey you gorgeous thing, you...
Dude...

3) OPENING PARAGRAPH

- “Hook” reader
- Introduce yourself and clearly state:
 - Position that you are applying for and where you found it
 - Why you want to work there
 - Something you know about the company that interests you
- **Research, research, research!!!** Show the employer that you know something about the company
 - Look at the company’s website and get a feel for company culture—this will help you set the tone of your cover letter

“I am very interested in the Programmer co-op position posted on the Seneca co-op website and I am confident that my education, experience, and qualifications make me a strong candidate for this position.”

“I was very excited to see the QA Analyst position you have posted on the Seneca co-op job board. CIBC has been recognized as the strongest Bank in Canada and North America and strives to be a leader in client relationships. I am very eager to use my skills and experience to contribute to the continued success of the CIBC team.”

4) BODY PARAGRAPHS

- Make yourself stand out!
- In 1-2 paragraphs, elaborate on areas of your resume that are relevant to the job you're applying to
- **Read the job description!!** Emphasize the skills/experience that match the description (*don't talk about your ability to photocopy if the job is looking for a helpdesk specialist*)
- Include specific examples of how your experience, education, or interests sets you above other candidates; demonstrate your uniqueness and suitability for the job
- **Explain what you can do for the company. Remember to focus on what the employer wants and what you can do for them.**
- Show enthusiasm about the organization, industry, or job. Talk in terms of the value you can bring as a result of your studies and work experience
- One paragraph can be related to education/training
- Another paragraph about related work experience

4) BODY PARAGRAPHS

- **Sample:**
- During my academic studies I have been exposed to many software and hardware engineering concepts. Using my effective analytical skills, I have accomplished a number of academic projects and assignments which provided me with valuable knowledge related to networking, PC hardware, and electronic circuits troubleshooting. Being highly interested in the field of software engineering, I have studied all aspects of Windows, Linux and Mac operating systems in and outside of class which has allowed me to developed my usage of its tools to a high functioning level. In a Microcomputers course, I was involved in team project where we designed several PC Systems for given specifications and assembled one of them. Through this experience and other projects, I have obtained abilities to self-manage in addition to playing an effective role in a task-oriented and team based environment.

5) CLOSING PARAGRAPH

- This paragraph concludes your letter, finish strong and with confidence!
- Summarize and tie everything together by re-stating your interest in the position and the company and touching on your qualifications
- Employers appreciate candidate enthusiasm - fully demonstrate your enthusiasm for the job....you really want to work there and you will fit in with the company
- Thank the employer for their time
- Mention your enclosed resume, confirm contact details

I recognize Seneca College as a dynamic global academic institution and it would be a privilege to work with such an exceptional organization. I am driven to succeed in my career and strive for excellence in everything I do. With a strong desire to continually grow professionally, I am confident that I would be very successful in the position of Helpdesk Analyst. Please do not hesitate to contact me for a meeting to discuss my qualifications further. I can be reached at 111-111-1111 or by email at janesmith@gmail.com.

6) CLOSING GREETING

- The closing greeting should be professional and brief
- Use phrases such as “Yours truly,” or “Sincerely,” before signing and printing your name
- There is no need to provide an unorthodox closing greeting to stand out. Simply be courteous.
- You can include the word “Enclosure” after your signature
 - this tells an employer that there is other documentation enclosed (ie. your resume)

Sincerely,

M Saith

Mary Saith
Enclosure

COVER LETTER TIPS

- Try your best to show your personality
- Proofread for spelling, grammar and format at least three times
- Keep it simple and clear
- Where applicable, include the position competition number
- Short - no more than one page in length
- Customize each cover letter to the position being applied for
- Highlight relevant experience
- Do not send out generic letters
- Take your time – draft, revise and rewrite
- Show enthusiasm and sincerity
- Be sure to address and spell the contact name and title correctly
- Do not use words in short form
- Do not exaggerate your experience
- Save each new cover letter with the name of the employer
 - MSaith_CIBC.doc