

# What is a cover letter?



It is a letter that introduces you, explains your purpose for writing, highlights a few of your experiences or skills, and requests an opportunity to meet personally with the potential employer.

Retrieved on January 6<sup>th</sup>, 2016 from <http://www.heysuccess.com/wp-content/uploads/2015/05/Cover-Letter-Writing-Guide.jpg>

# What should be included in a cover letter?

## HOW TO WRITE A GREAT COVER LETTER

*include these four sections:*

1

introduction - aka: the basics

2

your skills & experience - bring your resume "to life"

3

what makes you interested in the opportunity

4

wrap up and any logistical details

*read the full article on [www.prepary.com](http://www.prepary.com)*

# How does it look like?

Your Address  
Phone No.

Date

Company Name,

First paragraph goes here usually detailing who you are and why you are applying for the job.

Second paragraph goes here with much more detail about any experience you have and why you are the best person for the job.

Yours Faithfully,

Your Name  
Your Signature

# Basically how many kinds of cover letter?

## 3 Types of Cover Letters

Type:	Cold Contact	Referral	Response to a Job Ad
Use it when:	<ul style="list-style-type: none"><li>● You don't know whether the company is hiring</li><li>● You are sending an unsolicited application</li></ul>	<ul style="list-style-type: none"><li>● Someone in your career network has told you about a possible job opportunity</li></ul>	<ul style="list-style-type: none"><li>● You are responding to a job advertisement</li></ul>
Remember:	<ul style="list-style-type: none"><li>● Research the company so you can say something specific about how your skills match with their needs</li><li>● Avoid generic letters at all costs</li></ul>	<ul style="list-style-type: none"><li>● Mention the name of the person who told you about the job if they are known to the employer</li><li>● Mention something specific about how your skills fit with the company's needs based on your research</li><li>● It should be easy to do research because you have an inside connection</li></ul>	<ul style="list-style-type: none"><li>● State the job you are applying to and note the reference number if there is one</li><li>● Refer back to the ad, and demonstrate that you have all of the skills they have asked for in the ad</li><li>● If you don't have all of the skills they have asked for, don't mention it; highlight the skills you do have</li><li>● Research the company so you can say something specific about the way your skills match the employer's needs</li></ul>

# What's wrong with this cover letter?

*Dear Ms Green,*

- Confused by commas?*
- Puzzled by parenthesis?*
- Stumped by spelling?*
- Perturbed by punctuation?*
- Annoyed at the apostrophe? (And alliteration?)*

*Well, you're not alone. It seems that fewer and fewer people can write. Unfortunately, there are still a lot of people who can read. So they'll spot a gaffe from a mile off. And that means it's a false economy, unless you're 100% sure of yourself, to write your own materials. (Or to let clients do it for themselves.)*

*To have materials properly copywritten is, when one considers the whole process of publishing materials and the impact that the client wishes to make, a minor expense. Sloppiness loses clients, loses customers.*

*There is an answer. Me. Firm quotes are free. You can see some of what I do on my multilingual website at [insert web address]. If you'd like, I can get some samples out to you within 24 hours. And, if you use me, you'll have some sort of guarantee that you can sleep soundly as those tens of thousands of copies are rolling off the presses.*

*Luck shouldn't come into it!*

*With kindest regards*



**Too personal.**

# What's wrong with this cover letter?

Stephstylist1@ [redacted] ← GET A REAL EMAIL ADDRESS.

MY NAME WAS IN THE AD - USE IT

Dear Employer:

Please consider me as an employee to fill the bookkeeping position you are currently hiring for. I am a skilled and dead line driven individual who works hard and has outstanding communication skills. I am a dependable employee and always loyal. I work ~~til~~ my job is complete and I always put in a 110% effort into all I do. I work great as a team and work very well independently as well. I have outstanding organizational skills and am dynamically trained in multiple office programs. I have very clear communication skills and always maintain a positive attitude. I am eager to be a potential employee as ~~asit~~ for your company.

- Excellent in time management and making sure to meet deadlines, all jobs are completely and thoroughly finished.
- Solid organizational skills to keep all aspects of the business running forward and making sure it runs neatly and functionally.
- Precise record keeping skills, and always being prepared for a
- Articulate in communication and fantastic listener and one to follow by the rules and listen to leadership.
- Strong leader and calm attitude paired with a patient attitude to get the job done in a calm manner and on time, while guiding the way.

I know I will be a large attribute to your company. I'm a hard worker and others around me have a passionate work ethic like myself. I want to help your company and help as a team effort to help your company prosper. I am a learner and sufficient team member. I will bring my always positive leadership skills to your company and together we will rise to the top of the most organized and well-run company.

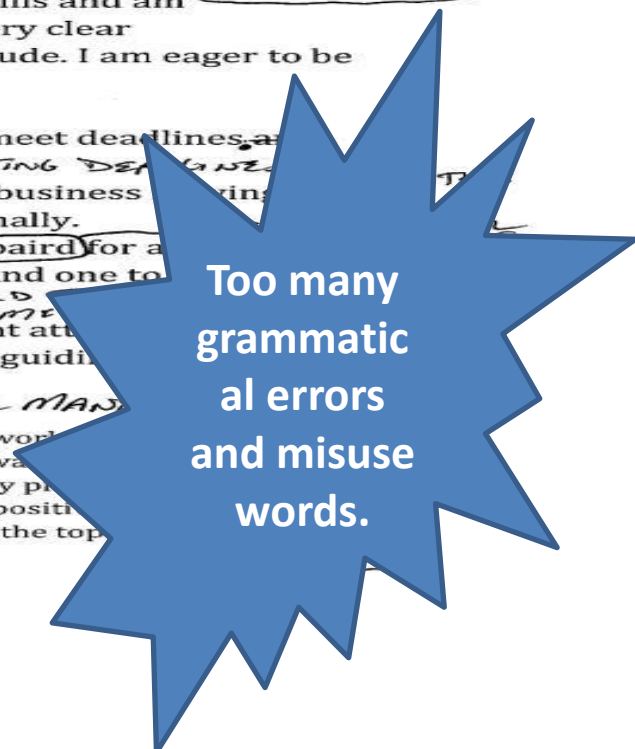
100% is the most you can do. IS THIS REPHRASE NECESSARY?

REDUNDANT, BUT AT LEAST YOU USED THE RIGHT WORD THIS TIME

LIARS CONFESS? NEW FONT? WHY?

ONLY SUFFICIENT?

CLAMS HAVE ATTITUDES? WAYNE MAN



Too many grammatical errors and misuse words.



# Read the cover letter below!

*Dear Mr Black,*

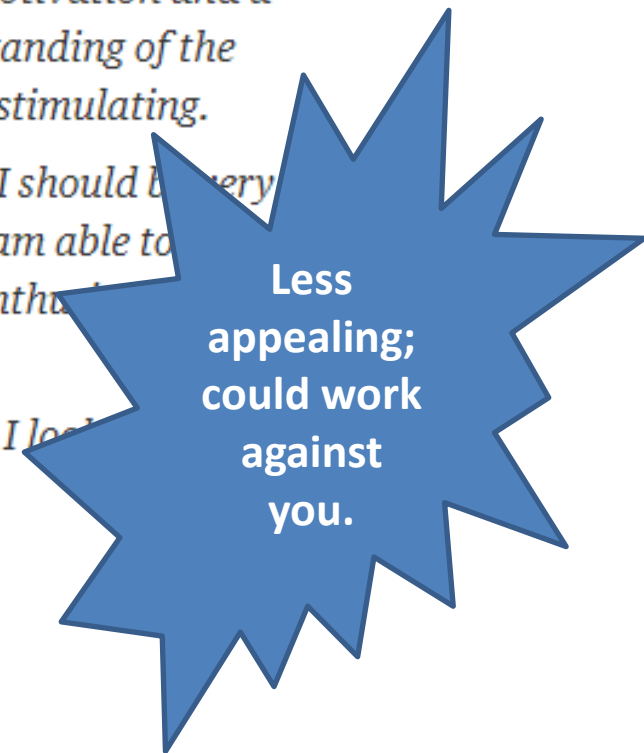
*Please find enclosed my CV in application for the post advertised in the Guardian on 30 November.*

*The nature of my degree course has prepared me for this position. It involved a great deal of independent research, requiring initiative, self-motivation and a wide range of skills. For one course, [insert course], an understanding of the [insert sector] industry was essential. I found this subject very stimulating.*

*I am a fast and accurate writer, with a keen eye for detail and I should be very grateful for the opportunity to progress to market reporting. I am able to take the responsibility of this position immediately, and have the enthusiasm and determination to ensure that I make a success of it.*

*Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.*

*Yours sincerely*



# Read the cover letter below!



*Dear Mr Brown,*

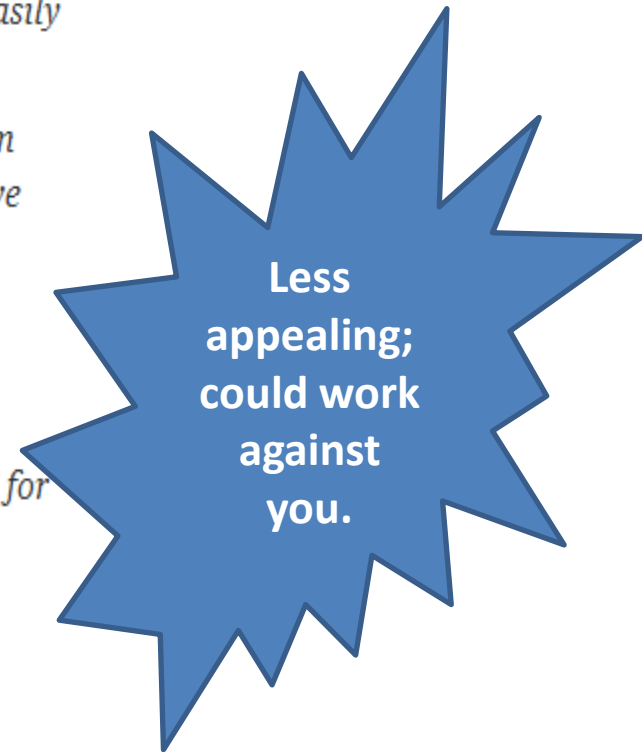
*I am writing to enquire if you have any vacancies in your company. I enclose my CV for your information.*

*As you can see, I have had extensive vacation work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many different types of people. I believe I could fit easily into your team.*

*I am a conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile like [insert company name].*

*I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience. In case you do not have any suitable openings at the moment, I would be grateful if you would keep my CV on file for any future possibilities.*

*Yours sincerely*





# Read the cover letter below!



Ms. Ima Kusmayanti  
ABC Software Dev.  
Jl. Suryalaya No. 15  
Bandung, West Java

July 22<sup>nd</sup>, 2013  
Dear Ms. Kusmayanti

I am interested in applying for the post of Software Tester and enclose my CV for your consideration.

I have a degree in Information Systems Management and an Intermediate Certificate in Software Testing. In addition, I have experience of testing different phases in the software lifecycle and in creating testing strategies for a wide range of software products. My current day-to-day responsibilities include reporting problems, fixing bugs and writing and testing software language.

While I am a logical and organized individual, I have excellent communications skills and excel in giving presentations to technical and non-technical people alike. I understand the commercial needs of the client and the importance of review meetings, at which I can contribute effectively. I am proficient in planning the stages that are needed to meet the client's requirements and communicate the milestones accordingly.

I would be excited to participate in the work of ABC Company and to contribute to its success. I am eager to discuss my qualifications and experience at interview and can be contacted on (022-61559350) or at (sofalianafasha@yahoo.com).

I look forward to hearing from you.

Yours sincerely

Sofaliana Fasha



# Read the cover letter below!

**EXAMPLE**

The image shows a cover letter with several parts highlighted by colored boxes and arrows pointing to labels:

- Sender's address:** 64 Kings Road, Liverpool, L3 4FE, 18th June.
- Inside address:** City Tourist Information Centre, 12 West Way, Liverpool, L1 7FX.
- Opening:** Dear Mr Wright,
- Reasons for writing:** I am writing to apply for the position of Part-time Assistant at the City Tourist Information Centre, which was advertised recently in the *Liverpool Daily News*.
- Reasons for applying:** I am very interested in this job because I hope to do a degree in Tourism in the future. I already have some experience in this area because last summer I worked as a tour guide in the city centre, which I really enjoyed. I am hard-working and reliable, and I enjoy working with people. I also speak some French and German.
- Mention CV, thanks, closing greeting:** I enclose my CV and would be happy to provide references on request. I would be available to work on Saturdays or Sundays. Thank you for considering my application. I look forward to hearing from you.
- Closing:** Yours sincerely, Liam Simpson.

# Read the cover letter below!



1402 Smith Street #3  
Rochester, NY 14606

Joan Livingston  
Great Lakes Coastal Science Corporation  
4241 University Avenue  
Rochester, NY 14605

January 1, 2010

Dear Ms. Livingston,

I would like to apply for the research chemist position currently available with Great Lakes Coastal Science Corporation, as advertised on your website. I will receive my master's degree in chemistry from the University of Rochester in May, and I believe my background in marine biochemistry, along with my experience designing experiments and supervising laboratory employees, will prove valuable to your company's ongoing research on water quality.

For my master's thesis, I am using chromatography to monitor algae blooms in inland lakes — a project that may ultimately help us predict when and where these blooms might occur. My work uses high-performance liquid chromatography (HPLC) to assess the presence of certain pigments in lake water, because these pigments are associated with certain organisms, tracking pigment levels can help create an ecological profile of a certain sample. Though I have not yet finalized my model, my method shows promise for identifying increases in microbial populations before they reach toxic levels. My current research, therefore, has given me a solid background in marine biochemistry that I could apply directly to Great Lakes' ongoing efforts to monitor and restore the water quality in Lake Ontario's bays and inlets.

In addition to providing me with a strong background in assessing water quality, my research has also given me valuable experience in lab supervision and project management. At present, I oversee three undergraduate students who are working on smaller, individual projects related to my research. My responsibilities include training them in sampling methods and laboratory practice, setting project deadlines and goals, and discussing results and troubleshooting experiments at weekly meetings. My duties as a lab supervisor have impressed upon me the importance of working effectively as a team — experience that would be valuable in a collaborative, interdisciplinary setting such as Great Lakes.

In conclusion, I believe that my research in marine biochemistry, my experience designing experiments, and my past responsibilities as a laboratory supervisor will lend themselves well to your company's efforts to maintain the water quality of Lake Ontario. I have included my résumé along with this cover letter. If I can provide any additional information in support of my application, please let me know. Thank you for your time and consideration.

Sincerely,

Wei Li

Enclosure: Résumé

In her opening, Wei clearly identifies the position in which she is interested and explains how she learned of the job opportunity. She also notes what qualifications she has that are relevant to the position and shows that she knows something about the company's projects.

Wei's description of her research demonstrates her knowledge of marine biochemistry, thus providing Ms. Livingston with more detail about her skills and how they relate to the position she is seeking. Note that Wei expresses her confidence without boasting. At the end of the paragraph, she explains what she learned from her research and how this information is relevant to the position she is applying for.

In this paragraph, Wei reminds Ms. Livingston about her qualifications. She closes her letter respectfully and invites Ms. Livingston to contact her if she needs additional information. This is a letter that will likely attract Ms. Livingston's attention.

# What you must remember when writing a good cover letter:

1. Address the hiring manager's name.
2. Include important information.
  1. Related career achievements.
  2. Related job experiences.
  3. Relevant talents/skills.
3. Use key words.
4. Show how you can help the company (the employer).
5. Thank the manager (reader) for their time at the end of your letter.
6. Check spelling & grammar.
7. Write one-page cover letter.

**Let's create a great cover letter!**