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Comprehensive 10-sessions seminar on successful navigation of the Job Market

Cover Letter

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DO WE NEED TO HAVE COVER LETTER?

- Does everybody need cover letter? (Some people say YES)
- What if job posting asks for cover letter?
- Should I send cover letter to recruiters (middlemen) or to the actual employer only?

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COVER LETTER STRUCTURE

- A well-written cover letter should allow for a natural and logical progression
- In the first paragraph, introduce yourself briefly, mention the position you are applying to, and specify how you learned about the job opening.
- In the following paragraphs, mention why you are interested in the job opening and discuss how your background makes you qualified for the position.
- Conclude with a request for an interview
- Make sure to state your phone and e-mail
- Thank the person for his/her time & consideration

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COVER LETTER PRINCIPLES

 Either make it perfect or do not use at all
- It should be customarily written to specific employer and about specific position
- It explain your virtues, which are not clear from resume itself
- It should not look like "one size fits all" piece
- It cannot simply repeat what your resume says: years, skills, technical terms
- 25 Golden Rules

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THINGS TO AVOID IN COVER LETTER

Don't use cover letter templates, however good they may be. There are three things you must know that go against these templates:
1) they are stale & boring
2) most templates are likely to have been downloaded from internet
3) therefore, yours will be exposed as being identical to many. Use samples to get ideas on how to write your own unique letter.

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THINGS TO AVOID IN COVER LETTER

Don't write a lengthy first paragraph that will only bore the reader.

A lengthy first paragraph also dilutes your impressive qualities and eventually weakens the entire letter - this is the last thing you want to happen.

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THINGS TO AVOID IN COVER LETTER

Don't exclude your Unique Selling Proposition, or USP.

Remember that the cover letter is your sales letter; you should highlight your main strengths and prepare the reader psychologically to want to read further.

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THINGS TO AVOID IN COVER LETTER

Don't write a vague letter without mentioning specifics, such as the job title and job code/number if you are responding to an advertisement.

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THINGS TO AVOID IN COVER LETTER

Don't address your cover letter 'To Whom It May Concern'. It shows that you don't care enough to do your research to find out who is receiving the resume packages.

You might call the office and ask the name.

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THINGS TO AVOID IN COVER LETTER

- Don't use fanciful fonts

- Don't unnecessarily use capitalized or bolded words, or grandiose phrases

- Don't send the letter with silly spelling or grammatical mistakes

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THINGS TO AVOID IN COVER LETTER

Don't use cliché language such as "As afore mentioned, I am enclosing…" This will only irritate the recruiter.

Instead use simple phrases such as, "enclosed please find my resume."

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THINGS TO AVOID IN COVER LETTER

   Don't include personal information like your race, sex or marital status in the cover letter.

   These things are against the Equal Employment Opportunity Act, and as such will not impact the decision whether or not you are called for the interview.

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THINGS TO AVOID IN COVER LETTER

Don't use copies of the same cover letters with just the address and date lines changed to send for similar jobs.

If you don't customize the entire body, the letter may either be irrelevant or a mistake may silently make it into the final draft.

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THINGS TO AVOID IN COVER LETTER

Don't brag or make statements that can't be quantified.

You should be humble, yet accurate employers often verify your statements for accuracy (and uncover exaggerations).

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THINGS TO AVOID IN COVER LETTER

Show that you know something about the company and the industry. This is where your research comes in.

Don't go overboard--just make it clear that you didn't pick this company out of the phone book. You know who they are, what they do and you have chosen them!

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THINGS TO AVOID IN COVER LETTER

Use terms and phrases that are meaningful to the employer. (This is where your industry research and networking come in)

If you are applying for an advertised position, use the requirements in the ad