

# Cover Letters

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# Elements of a Job Search



Quality Resume

Cover Letter

References

Social Media

Interviewing

# Cover Letter - *Fast Facts!*

***When?*** ALWAYS w/ resume

***Purpose:*** context to resume

***Content:*** 1 page

Proactive ***NOT*** Reactive

***Final Touches:*** Signature & Paper

### Intro/ Para. 1

- Why are you writing the letter?
- Say how you discovered position
- Now is the time to name-drop/who is in your network?

### Middle content/ Para. 2/3

- “here and now”
- Why should they pick you?
- Top 2 strengths; directly relate to THIS position!
- Perhaps details on goals, as long as DIRECTLY RELEVANT to this position
- Give context to anything weird in resume, if needed (gaps, etc.)

### Closing Para.

- Proactive
- Demonstrate seriousness about job
- Followthrough after letter (if you say you’re going to call them, CALL THEM)

### Signature

- Always sign (can print, then scan/save)
- “Enclosure, resume”

**\*\*Note:** This letter is not perfect, but it has good qualities and format. Do not copy this sample letter.

**GOOD!!**

Formal header

Hiring Manager's Name with colon

Proactive!

Signature

## SAMPLE OF A COVER LETTER

October 1, 2010

Joanne Donne  
Director of Human Resources  
American Health Systems  
22 Main Drive, Suite 4  
Springfield, NJ 07202

Dear Ms. Donne:

Enclosed is a copy of my résumé in response to your advertisement for an assistant sales manager in the May 29 Morning Ledger.

In the past two years, I have sharpened my communications and teamwork skills while working as an intern and full-time summer employee for a national pharmaceutical company. In that position, I helped develop and implement new sales programs for several new product lines. I worked closely with the regional sales manager and managers of other key departments in the organization as well as with suppliers and vendors.

I look forward to discussing my background and accomplishments with you and learning more about your needs. I will call next week to arrange a time to meet. I can be contacted during the day at (201) 555-1221, or you may leave a message with my answering service at (201) 555-3636.

Thank you for your consideration.

Sincerely,

*Michael Doeson*  
Michael Doeson

**BAD!!**

Boring opening paragraph;  
No personality/insight into  
who you are

Not tailored to specific position;  
same letter could be given to any  
company

# Never!



To Whom It May Concern



My name is...



I just need a chance...



Salary expectations



The reason I left...



Objective Statement



References Available Upon Request



“It was a dark and stormy night...”

- ▶ Always address your letter to an actual person. Find someone on the company website or make efforts to call. It shows you're proactive and have an interest in the job.
- ▶ Try to stay positive throughout the letter; negative attitudes, particularly about previous employers won't get you an interview.
- ▶ There's no reason to bring up \$\$ this early in the application process.
- ▶ Don't be desperate.
- ▶ Just like on a resume you don't need to tell them that you have references available because they will ask for them when they want them.
- ▶ Stay focused on your strengths and the particular job you're applying for; keep it short and sweet, so don't ramble on about a long irrelevant story (i.e., “It was a dark and stormy night...”)

# References

- ▶ References give hiring managers an insight into work performance
- ▶ Professional vs personal references
- ▶ Always ask for permission from references
- ▶ Meet and communicate with your references regularly
- ▶ You need as many as the job posting requests (no more, no less)...have many/different on hand
- ▶ Information needed for a reference:
  - ▶ Name of reference, their current job title
  - ▶ Organization/company they work for currently
  - ▶ *Professional* address
  - ▶ *Professional* email
  - ▶ *Professional* phone number
  - ▶ Relationship to you (*supervisor/former, mentor, colleague, faculty, etc.*)

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