



## Cover Letters Key Components

- ✉ Use a professional business letter format
- ✉ Include personalized contact information- address the letter to the person who is doing the hiring. This may require some research.
- ✉ Include a subject line, which includes the job you are applying for and may also include a job reference number, etc.
- ✉ Identify why you want to work for this particular employer and how you are qualified to do so.
- ✉ Highlight only **relevant** work history and education background, the key is to show what you can do for the company
- ✉ Always include a thank you and your next steps

## What's the purpose of a Cover Letter?

- is a marketing tool
- is an introduction of yourself and your relevant experience and skills
- is a chance for you to make a good first impression.
- your resume will get you the interview, but a cover letter gets your resume noticed.

## Do's and Don't's

### DO...

- ✓ use a professional format, one page only (balance white space)
- ✓ use recipients name whenever possible
- ✓ be specific to the job you are applying for, customize and tailor your letter
- ✓ only mention qualifications related to the job
- ✓ ensure you use quality paper
- ✓ use a universally accepted format, such as Word and a professional font such as verdana or arial
- ✓ research company and follow their guidelines for submitting resumes and cover letters
- ✓ if emailing,
  - don't ever leave the subject line blank, include the job you are looking for
  - write your letter as the body of the email still in a professional formatted manner \* you may need to use plain text format
  - remember your email address does not always appear on for the receiver to see, so be sure to include it in your letter
- ✓ use 'key' words that are relevant and current, to catch recruiters attention and pass through electronic screening
- ✓ use current and accessible personal information such as, name (that you want to be called), address, phone, and email (ensure it is professional).
- ✓ use manners, being polite is key, thank the reader for their time
- ✓ use resources, have someone else proofread

### DON'T...

- avoid addressing it to 'whom it may concern, or dear employer'
- avoid cutesy letters, if using humour ensure it is professional and appropriate
- avoid using fancy fonts or formatting that will change when opened on different platforms
- avoid inconsistencies and the appearance of a cluttered or sparse letter
- avoid using graphics and photo's, unless applying for a more creative position
- avoid using 'buzz' words and putting off potential employers
- avoid embellishing
- avoid including unnecessary information such as work experience and training that is irrelevant to the job you are applying for
- avoid spelling and grammatical errors, typos and wrinkled or ripped paper

## Sample Cover Letter Format

[2-3 spaces from top margin to Your Name]

Joe Smith  
123 Alphabet Street  
North Vancouver, BC, A1B 2C3

[3 - 6 spaces between address and date, depending on length of letter, adjust blank space as needed]

DATE

[3 spaces from date and employer's name]

Jane Doe  
World's Greatest Company  
456 Global Street  
North Vancouver, BC, D4E 5F6

Dear Ms. Doe:

I hope you will consider me for the position of [                    ], as advertised in [                    ].

I was particularly excited to see a position open at World's Greatest Company, as I have long been a fan of your work. I am impressed by the way you [                    ], and I would love the opportunity to be part of your work. *(you are showing a personal interest in working for this particular organization and people respond when they feel a personal interest from you)*

Reading over the job description for the position, I recognized myself. As you will see on my attached resume, I have more than [insert brief relevant experience]. *(you are just giving the employer a quick snapshot of what you can do and more importantly what you can do for the company, leave details for the resume.)*

Additionally, I am a [                    ], and I specialize in [                    ]. [I've never missed a deadline and pride myself on being able to juggle many different projects]. My [                    ] skills [                    ] *(here the goal is to share information about your personal traits and work habits that is not in the resume, you could also include a positive comment from a previous employer, or job review)*

I think my skills and experience are an excellent match with what you are seeking, and I am excited about the chance to work with you and your team.

If you would like to talk with me or schedule an interview, please call me at 123-4567-8910 or email me at joesmith@server.ca. Thank you for your consideration.

Sincerely, *(or alternate business closing such as 'warm regards', 'yours truly', etc.)*

[3 spaces - you will insert your signature here]

Joe Smith

encl

### Resources:

Eight Tips For Better Email Cover Letters by Larry Buhl, <http://career-advice.monster.ca/resumes-cover-letters/cover-letter-tips/eight-tips-email-cover-letter-ca/article.aspx>  
This is resource outlines helpful tips to the key components of writing a successful email cover letter.

Is Anybody Even Reading Cover Letters? By CBS News, <http://cbsnews.com/news/is-anybody-even-reading-cover-letters/>  
In this article they highlight the need for cover letters is still there and how a cover letter can still help you get the interview in today's market.

Cover Letters are King – The Dos and Don'ts by Joseph Eldon, [http://www.resume.net/articles/vol\\_dosanddots.html](http://www.resume.net/articles/vol_dosanddots.html)  
Joseph cleverly outlines the important of a cover letter, the pitfalls you can make and provides you with some great Do's to creating a powerful cover letter.