



Cover & Other Letters





Topics

- ▶ cover letter design
- ▶ purpose of the cover letter
- ▶ content of effective cover letters
- ▶ strategies for cover letters
- ▶ other employment correspondence

Take time for design

Do the
math . . .

A well
thought out
design
can make
all
the
difference



ATTENTION
+
Job Objective
+
Qualifications
+
Achievements
+
Motivation
+
Personality
+
Assertive Closing
= equals =
RESULTS!!!

What is the purpose?



introductions sales letter

- motivates the employer to read your resume



- ultimate purpose* -- to support your resume in landing an interview!





Content that will count

Intro Paragraph

- get their attention
- state your goal

Body Paragraphs

- make the sell argument
- identify their needs - connect your experiences & interests
- give examples
- refer to your enclosed resume

Closing Paragraph

- thank them for their consideration
- ask for the interview and indicate your next step(s)



Be Strategic

- ▶ Personalize your salutation
- ▶ Include unique experiences that set you apart
- ▶ Target your reason for writing
- ▶ Express enthusiasm
- ▶ Be concise -- long letters do not get read
- ▶ Key words count
- ▶ Name dropping will get the readers attention
- ▶ Seek a second or third opinion

Don't forget . . .

Follow up all responses:

- no reply
- no interest
- no opening
- hold in file
- call for appointment
- stop by
- invitation for interview

. . . You never know where it will lead!





Other correspondence:

- ▶ Confirming interview
- ▶ Thank you for interview
- ▶ Keeping in touch
- ▶ Follow up to rejection letter
- ▶ Accepting invitation for site visit
- ▶ Still interested after time has passed
- ▶ Acknowledging and confirming details of an offer
- ▶ Stall letter
- ▶ Accepting offer
- ▶ Declining offer