

Lesson : Cover Letter

A cover letter is a document sent with your resume to provide additional information on your skills and experience.

The letter provides detailed information on why you are qualified for the job you are applying for. Don't simply repeat what's on your resume -- rather, include specific information on why you're a strong match for the employer's job requirements. Think of your cover letter as a sales pitch that will market your credentials and help you get the interview. As such, you want to make sure your cover letter makes the best impression on the person who is reviewing it.

A cover letter typically accompanies each resume you send out. Employers use cover letters as a way to screen applicants for available jobs and to determine which candidates they would like to interview.

a cover letter should answer five important questions :

- Which job you're applying for (**include the job title in your opening paragraph**)
- How you learned about the job (**and a referral if you have one**)
- Why you are qualified for the job (**be specific**)
- What you have to offer the employer
- why you want to work at this specific company (**match your skills to the job description, and read up on the organization's mission, values and goals to mention in your letter**)

cover letter format

Header

A cover letter should begin with both your and the employer's contact information (**name, address, phone number, email**) followed by the date.

Salutation

Begin your cover letter salutation with "**Dr./Mr./Ms+ Last Name.**" If you are unsure if your contact is male or female, you can write out their **full name**. If you do not know the employer's name, simply write, "**Dear Madam or Sir**"

Introduction

Begin your introduction by stating what job you are applying for. Explain where you heard about the job, particularly if you heard about it from a contact associated with the company. Briefly mention how your skills and experience match the company and/or position; this will give the employer a preview of the rest of your letter. Your goal in the introduction is to get the reader's attention.

Be direct : For example: "**I am interested in the Coordinator position at your ABC agency.**"

Mention a contact : For example: "**Jane Doe suggested I contact you about the job, as she feels my skills would be a good fit in the position.**"

State an accomplishment : For example: "**As Coordinator at XYZ agency, I have increased my group's output by 37% over the past 15 months.**"

Express excitement : For example: "**I would greatly appreciate the opportunity to meet with you to discuss what I have to bring to the position at ABC agency ."**

Body

In a paragraph or two, explain why you are interested in the job and why you make an excellent candidate for the position. Mention specific qualifications listed in the job posting, and explain how you meet those qualifications. Do not simply restate your resume, but provide specific examples that demonstrate your abilities.

Remember, actions speak louder than words, so don't just "tell" the reader that you are, for example, a great team player with strong communication skills and an excellent attention to detail. Instead, use tangible examples from your work experience to "show" these traits in action.

Closing

In the closing section of your cover letter, restate how your skills make you a strong fit for the company and/or position. If you have room (remember, just like your resume, your cover letter should be no longer than one page)

State that you would like an opportunity to interview or discuss employment opportunities. Explain what you will do to follow-up, and when you will do it (**please feel free to email me or call my cell phone at 555-555-5555. I hope to hear from you soon**).**Thank the employer for his/her consideration.**

Signature

Use a complimentary close (**Regards, Sincerely, best Wishes..**) and then end your cover letter with **your signature, handwritten**, followed by your typed name. If this is an email, simply include your typed name, followed by your contact information, after the complimentary close.

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First name, last name

Address

Phone number

Email address

Name of the agency

Name of the employer

Subject : Application for the position of.....

Place and date

Dear Madam, sir and the name of the person if you know him/her

Introduction : a sentence which clarify the subject

A Paragraph about the agency

A paragraph about you

Conclusion : thank the employer for reading your letter and invite him/her to contact you

Name and signature

The difference between an application letter and a cover letter

Application letter	Cover letter
<ul style="list-style-type: none">- It is a letter that provides a detailed information about the applicant (qualifications, trainings and experiences)- Its purpose is simply to apply for a given job.- It gives the recruiter the choice of assigning the candidate according to the presented possibilities or available positions.- The closing of an application letter is usually in a form of politeness expressions	<ul style="list-style-type: none">- it allows the employer to read the candidate through his motivations and reasons why he shows interest in a specific position.- The purpose of a cover letter is to encourage someone in the recruitment team to read an applicant's resume. (it aims at conciseness and precision)- A cover letter matches the skills and abilities required by the job.- It is a document that does not exceed more than one page.- The closing of a cover letter is usually in a form of a call-to-action.

Activity : Write a cover letter ?