

Cover Letters

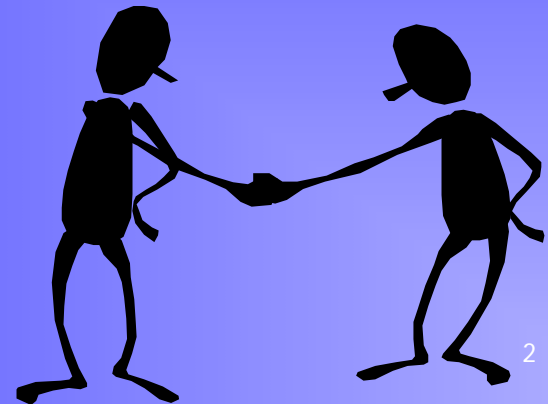
Thank You Letters



Cover Letter / Letter of Application

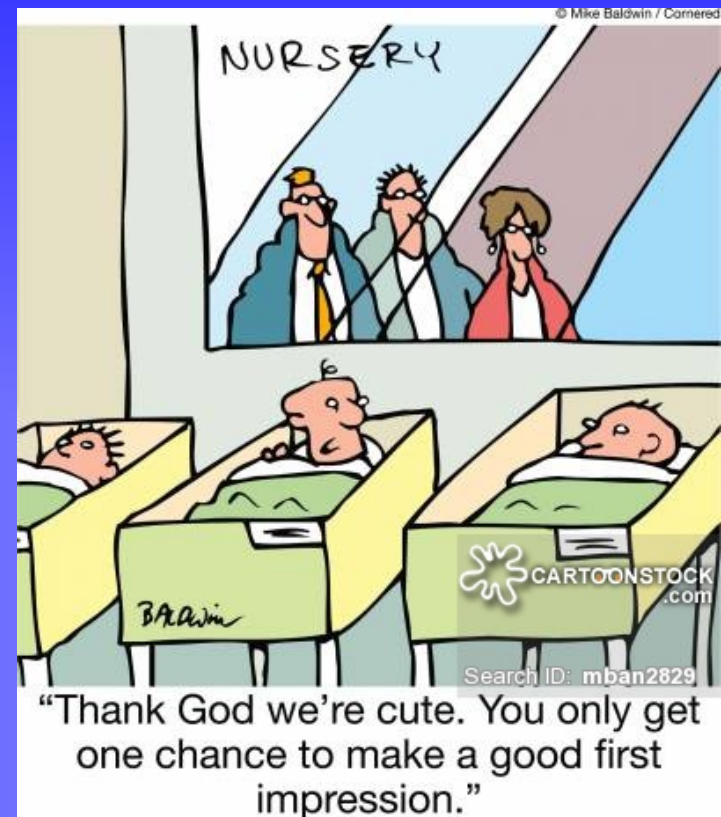
- NEVER send a resume' without a cover
- It's a transmittal letter for your resume'
- An introduction to who you are and why you are submitting a resume'
- Establishes a link of purpose between you and the recipient

"A handshake
through the
mail"



Cover Letter Goals

- It's your 1st impression. Make it count!
- Shows how you can effectively communicate.
- Should contain the appropriate format, content and tone.



Cover Letter vs. Resume'

A resume' is a listing of education, experience and qualifications.

A cover letter is:

- A way to highlight, expand upon and complement your resume'.
- A place to add tidbits of info that you wouldn't normally add in the resume'.

Don't regurgitate your resume'!

Cover Letter vs. Email Cover

Sending a cover letter via email is tricky.

- The cover can be an attached file

OR

- The cover can be the body of the email
- Don't do both! That would be a bit repetitive and a disappointment when the reader opens the attached file.

Email Cover

- It gives you the opportunity to make a strong, memorable first impression the millisecond that reviewer's eyes open your email.
- A chance to draw reader in with an incredible opening line.
- Feels just a bit less formal.

Attached Cover Letter

- Email body should be very brief
- Reference the attached cover letter
- Don't replicate the cover in the email

Example:

I've learned that you are seeking an entry-level designer with machine design experience and knowledge of Solidworks. That's me. My attached resume and cover letter outline my qualifications for the role. Thank you very much for your consideration. I hope to hear from you soon!

Cover Letter Length

- Most normally an effective cover letter can be crafted to be one page long.
 - Easier to read and assimilate your story
 - Shows you can communicate succinctly
- However, if your situation requires more explanation, a longer letter is acceptable provided it's not redundant and too detailed.

Addressee

To whom should the letter be addressed?

- Best to address an individual
 - Dear Mr. Smith, Dear Ms. Jones
- Generic corporate position
 - Dear Hiring Manger
- Generic salutation
 - To whom it may concern
- Address no one
 - May be best to skip any salutation and jump right into the letter if you have absolutely no clue who will be reading your letter.



Dear Sir/Madam...
Dear Potential Customer...
Dear fellow citizen...
Dear friend...
Mon ami...
Hey you gorgeous thing, you...
Dude...

Cover Letter Goals

- Express your intent, interest, and enthusiasm in position
 - to connect yourself with the job
 - to connect with the recipient
 - to demonstrate you've done your “homework”
- Demonstrate your personality and writing ability
 - to impress with your style and clarity
- Complement and emphasize highlights of your resumé
 - to “flesh out” the resumé as it relates to the job

Message Strategies

There are three different approaches to use to convey your suitability for the position

1. Showcase your experience
2. Highlight your related skills
3. Persuade with your interest



Strategies

Fit the Argument to the Context

1. If you're well qualified for the job,
convince with your experience

e.g.: " My record as an engineer at ABC manufacturing is excellent, and I am excited at the possibility of contributing to the success of your company."

Strategies

Fit the Argument to the Context

2. If your general background fits, but the job description doesn't really,

convince with related skills

e.g.: "The education and experience I've gained as an engineering technology student have prepared me for the co-op position."

Strategies

Fit the Argument to the Context

3. If your skills and experience don't fit,
persuade with your interest

e.g. "Although I've worked in the fashion industry for ten years, I've always wanted to be an engineer."

Letter Structure

Purpose

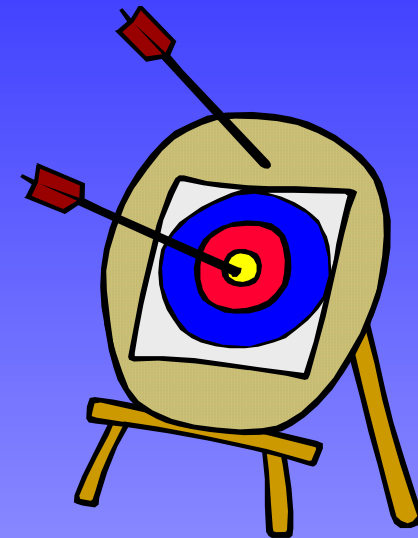
- Refer to job advertisement
- Mention company contact
- Preview qualifications

Supporting Details

- Prove claims with examples
- Tie qualifications to the requirements of the position
- Quantify evidence
- Detail your experience

Goodwill Closing

- Offer to meet for an interview
- Refer to resumé
- Make your final pitch



Structure

- Opening Paragraph
 - State which position you are applying for, and how you found out about the organization and/or position
 - Express what is attracting you to work for this organization and in this position
 - Arouse the reader's interest in reading more about your qualifications

Structure

- Middle Paragraph(s)
 - Give detailed information about how your qualifications fit with the position's responsibilities
 - Use key words from the job description to make the connection between the employer's needs and your skills
 - Include information about academics, job experience, and/or personal attributes relevant to the position

Structure

- Closing Paragraph
 - Summarize your qualifications
 - Refer the reader to your enclosed resume
 - Mention your interest in an interview
 - State when and how you will contact them

Note: Follow up exactly when you say you will follow up!

Common Errors

- Don't overuse "I" – try me/my or "burying" the I in mid-sentence
e.g., "When working in the engineering department, I accomplished...."
- Negative comments
- Vague form letters
- Typos!

Summary

- Good cover letters have the following qualities:
 - formatted as a professional business letter
 - well written with no grammatical or spelling errors
 - written to a specific company or organization for a specific position – NO MASS MAILINGS
 - contains detail that makes the reader want to read your resume more closely and interview you

Format

- The 3-paragraph style for a cover letter is shown at right:

Address¶
Town, State Zip¶
¶
Month xx, 20xx¶
¶
Contact Person Name (if known)¶
Title (if known)¶
Company¶
Address¶
Town, State Zip¶
¶
Dear Contact Person, (if known)¶
¶
Opening paragraph: -STATE-YOUR REASON FOR WRITING- Introduction of yourself and the purpose of your letter: who you are and why you are writing. -State what position you are applying for and why. Briefly mention how you learned of this opening, or how the employer's name was obtained. (Posted on recruiting site, conversation with a colleague, told by a professor, etc.). -If you have a lot to say about the company, explain why it interests you.¶
¶
Middle paragraph(s): -EMPHASIZE YOUR STRONGEST QUALIFICATIONS BASED ON THE COMPANY'S NEEDS- An overview of your competencies (talents, knowledge, skills) and unique strengths, stated in terms of the unique value that you bring to the table. -Support by noting the positive results you achieved in internships, previous work or educational contexts. Map your competencies to the requirements of the specific job of interest of the organization. -Sell yourself!!!-¶
¶
Closing paragraph: -STATE EXPECTED ACTION- Thank the reader of your letter, state how you may be contacted (including phone and email address) and note a follow-up action that you will perform using the specific date that you will do it. - (Calling or emailing one week after sending the letter)-¶
¶
¶
Sincerely,¶
¶
Your Signature (in 4 blank lines)¶
¶
¶
Name L. -Student (typed name)¶
¶
Enc: -Personal Resume'¶

An example:

89325 Hasbro Avenue
Toledo, OH 43624

October 25, 2017

Ms. Michele Smith
Human Resource Specialist
General Mills Resume Processing Center
PO Box 59240
Waltham, MA 02545

Dear Ms. Smith,

It is with great interest that I am applying for the production engineering co-op position at General Mills which was posted with the University of Toledo College of Engineering Career office. I look forward to using the knowledge and experience I have obtained during my work towards a degree in Mechanical Engineering Technology to make a significant contribution to the efficiency of the department and the building of solid relationships throughout General Mills.

During my first co-op placement at the Dana Corporation, I was involved in assisting process engineers to improve the production of their transverse fantabulator line by reducing defective components by 17%. Through my data analysis, I identified a faulty material feed sensor which contributed to more than half of the problems experienced in the line. I was able to quickly adapt to the corporate team atmosphere in my co-op position which is a product of my work in the student chapter of ASME where I serve as the chapter vice president. This position has also fostered my ability to lead a team as our chapter hosted the regional ASME regional student conference under my guidance last spring. The event went off flawlessly as my team was well prepared to accommodate 150 students from 12 schools in the area.

My teamwork and leadership qualities along with my newly acquired experience in production control would be a valuable asset to aid General Mills in meeting its production goals. My attached resume' should provide a full account of all of my capabilities and experience. I look forward to meeting with you in person to discuss my qualifications in more detail. I will call you early the week of November 2 to set up a time convenient for you for us to meet. Should you need additional information or clarification of my capabilities, please contact me at 419-555-1390 or at Duncan.Yoyo@Rockets.utoledo.edu.

Sincerely,



Duncan Yoyo

Enc: Personal Resume'

Cover Letter Checklist

- Normally limit to one page in length & three targeted paragraphs
- Focus on the company's need, not yours
- Type written, with full spell check and proofing
- If possible written to someone specific
- Company name and address are correct and complete
- Quality bond paper, 8x11 inches, ideally the same as your resume
- Closes with "Sincerely" (anything else can be too chummy)
- Signed with a blue or black pen
- Place the resume behind and fold in a tri-fold, with no staples
- Type or neatly print address on envelope
- Seal the envelope
- Conservative stamp on the envelope
- Final step: do not forget to follow up, or all the other steps will be in vain!

Email Cover Checklist

- Limit to three targeted paragraphs
- Focus on the company's need, not yours
- Create and edit in MS Word and paste text into the email
- Check contact email for accuracy
- Closes with "Sincerely" (anything else can be too chummy)
- Don't forget to attach the resume
- If the cover is a letter attached, keep the email brief
- If the email is the cover, don't attach a letter
- Final step: do not forget to follow up, or all the other steps will be in vain!

Thank You Notes: Why?

- Showing your appreciation is the proper thing to do.
- Allows you to reiterate a summary of your qualifications.
- Confirms your interest in the position.

Thank You Notes

- Can be formal letter, email or hand-written note.
- Follow up within 24 hours
- Send a thank you to each person who interviewed you.



Email or Letter or Note

- Letters are very formal but can take a while to process and deliver.
- Emails are a quick response but can seem a bit impersonal.
- Hand-written notes can seem very genuine and personal, but can again have a long delivery delay.

An example:

Your Street Address
City, State Zip Code
Date

Mr. Patrick Dodson
Lone Cactus Food and Beverage Company
162 Getzen Derive
Scottsdale, AZ 85258

Dear Mr. Dodson:

Thank you for interviewing me for the engineering co-op position with Lone Cactus Construction. I enjoyed meeting you and learning more about Lone Cactus' customer base and philosophy. Your approach to providing exceptional quality service is a management philosophy well aligned with my expectations.

As we discussed in the interview, my engineering technology experience and formal training provide the essential skills necessary to meet the needs of your rapidly expanding organization. My strong background in construction management, coupled with my coursework in construction graphics, make me an excellent match for this position.

I reiterate my interest and enthusiasm for the position, and I know I can make a solid contribution to Lone Cactus' objectives. Please feel free to contact me for any additional information at (419) XXX-XXXX. Thank you again for your interest and time.

Sincerely,

(Sign here)

Your Name

Thank You Don'ts

- Don't stalk your interviewers. One thank you and a follow-up one week later is enough!
- Don't send anything that makes you look bad. Social media pages, odd pictures, etc.
- Don't carry too casual of a tone.
- Don't go too long. Stay short & to the point.
- Don't plead and re-sell. Just reaffirm.
- Don't forget to spell and grammar check!

Professional Communication

- Properly written and transmitted professional correspondence is essential to the hiring process.

