



Cover Letters

A cover letter is a letter of introduction attached to or accompanying another document such as a resume. Cover letters are AS IMPORTANT as the resume.

Why use a Cover Letter?

A strategically targeted cover letter is the most professional and proper way to introduce yourself to an employer when applying for a job. The cover letter allows you to target the job and the employer in a very specific way, leaving the resume to market your skills, qualities and experience as a part of the bigger picture. Your resume should also be tailored to each application. Also, it is very important to use the "Job Posting" to adjust your resume to match the skills and job requirements that the employer is looking for.

A great cover letter should not repeat your resume but should tell the employer what it is about the job that is attractive to you and why you want to work for that employer. You will also need to include the unique skills and the qualities you bring to that job and the company.

Tips

- Writing a dynamite cover letter is not a simple task. It requires thought, knowledge and understanding.
- Many employers and recruiters read the letter first. Some will not even consider your resume until they are satisfied by the content of your letter.
- You will need to research the employer and the job before writing the letter.
- It will need to be written in an engaging style using keywords applicable to the job.
- The cover letter will help to "sell" you to the organization and therefore needs attention and detail in its preparation.

Letter of Interest VS Cover Letter

A cover letter is used for a job posting already in place. A letter of interest is for a company you're interested in working for that has not necessarily posted a job.

Tips

- This is an "outside the box" way of finding work; very similar to cold calling.
- Best used when searching out a job where there are not a lot of openings posted online.
- The body of the letter is the same; however, the opening paragraph will reflect your interest in the company itself and how you found out about the company.

80% of job opening are not publicized (Money.cnn.com)