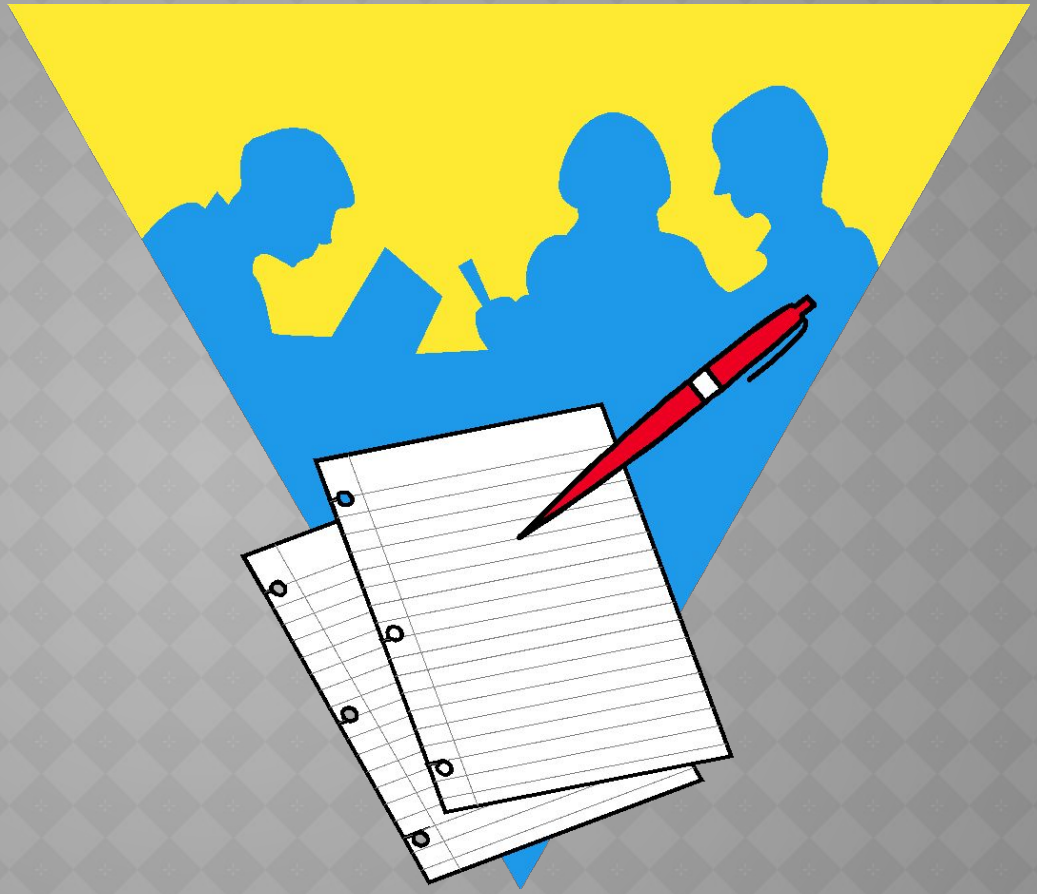


# COVER LETTER



When you send your CV to apply for a position, you should also include a short letter. This letter is called **COVER LETTER**

A covering letter sent with a CV/resume is also called a letter of application. Your letter of application is a sales letter. The product it is selling is your CV.



# CONTENT



The reader may be busy and unwilling to waste time on unnecessary details. You should therefore design your letter to be easy to read.

# CONTENT

should be:



*short*

*concise*

*relevant*

# CONTENT

should not be:



too formal

complicated



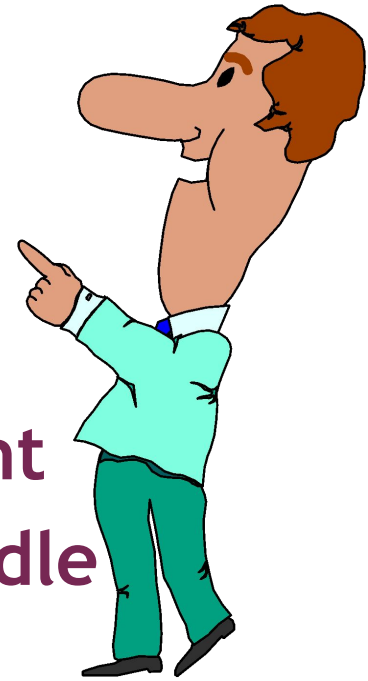
## LETTER SHOULD

- **confirm that you are applying for the position**
- **say where you learned about the position**
- **say why you want the position**
- **say why you would be a benefit to the company**
- **request an interview**

# FORMA T

- ◉ Address

- ◉ at the top
- ◉ on the right
- ◉ in the middle



- ◉ Body of the letter

- ◉ in 'block' format
- ◉ each line starting on the left

# FORMA

**1** YOUR ADDRESS  
TELEPHONE-FAX-EMAIL

**1** YOUR ADDRESS  
TELEPHONE  
FAX  
EMAIL

Put your address and  
your telephone number,  
fax and/or email address

at the **top**

in the **centre**

or on the **right**.

Do **NOT** put your **name** here.





# FORMA T

Do not write the date  
as numbers only:

2

**DATE**

too official

impolite



All-number dates are written differently in

**British English 31/12/99**

**American English 12/31/99**



# FORMA

## 3 Destination name and address

**T**he name of the person to whom you are writing, his/her job title, the company name and address (the same as on the envelope)

## 4 Reference

the reference number or code given by the employer in their advertisement or previous letter.

Write the employer's reference in the form:

**'Your ref: 01234'**

If you wish to include your own reference:

**'My ref: 56789'.**



# FORMA T

## **5** Salutation

**Dear Sir**

**Dear Madam**

**Dear Mr Smith**

**Dear Mrs Smith**

**Dear Miss Smith**

**Dear Ms Smith**



# FORMA

## 6 Subject

T normally the Job Title

The letter itself, in 3 to 6 paragraphs:

## 7 Body

- 1. Intro*
- 2. Sell your experience*
- 3. Sell your education*
- 4. Conclusion*

## 8 Ending

Yours sincerely  
Yours faithfully  
Yours truly



# FORMA

**9 Your signature**

**T** Sign in black or blue ink with a fountain pen.

**10 Your name**

Your first name and surname

**11 (Your title)**

If you are using company headed paper, write your Job Title here. If you are using personal paper, write nothing here

**12 Enclosures**

Indicate that one or more documents are enclosed by writing 'Enc: 2' (e.g. for two documents)

Apartment 17, 5678 City Road, New York, N.Y.  
914 925 260 ap@palace.net

Mr Richard Barron  
Director of Human Resources  
Orient Media, Inc.  
777 Long Street  
NEW YORK  
NY

17 August 1999

Dear Mr Barron

**Bilingual Personal Assistant**

I wish to apply for the post of Bilingual Personal Assistant advertised in today's issue of the New York Times.

You will see from the enclosed resume that I have ten years' experience in the publishing field, the last seven as a bilingual secretary. I have also traveled widely, accompanying the vice president on trips to Asia.

I am fluent in French, which I studied while at university, and in Japanese, having spent two years working in a publishing company in Tokyo.

If you feel that my qualifications and experience are suitable, I can be available for interview at short notice. Thank you for your consideration.

Sincerely

*Amanda Prince*

Amanda Prince

Enc:



# Cover Letter Writing

## Ten Easy Steps

- **One page on good bonded paper**

- **3-4 Paragraphs**

- **Mutual Needs:**

  - **Connect your background to employer needs**

- **Ask for an interview: the bottom line**

- **Your chance to solve problems**

# Cover Letter Writing

## Ten Easy Steps

- Use job qualifications section as outline
- Cover letter is example of your writing
- If your resume was lost,

***What should be remembered about you?***

- Create your own letterhead
- Check grammar and spelling