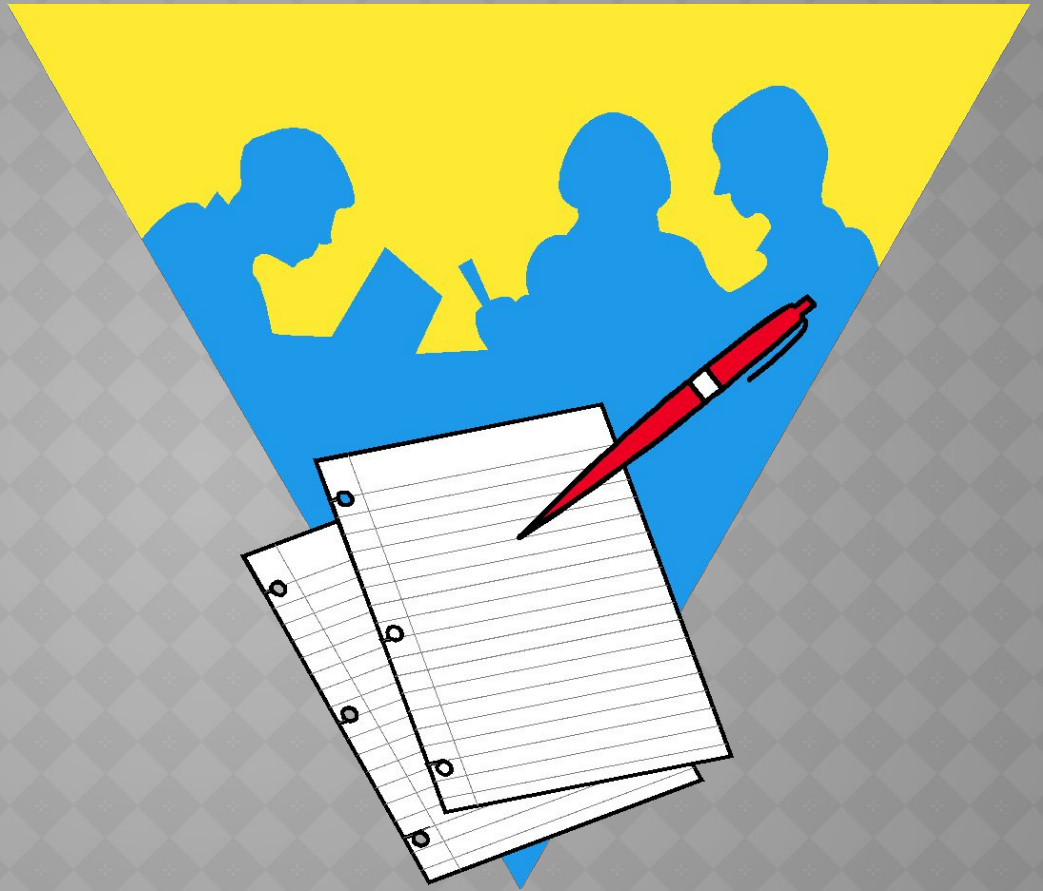


COVER LETTER



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



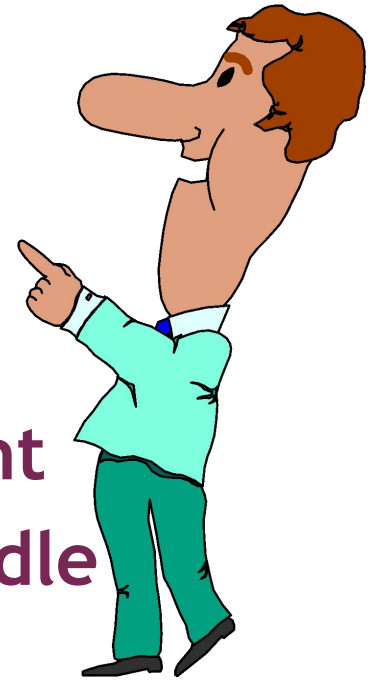
LETTER SHOULD

- **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.



FORMAT

2

DATE

Do not write the date
as numbers only:

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

The 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

T

**9 Your
signature**

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