

SNS COLLEGE OF ENGINEERING COIMBATORE



How to Write an Effective “Cover Letter”?





DEFINITION



A letter sent with, and explaining the contents of, another document like CV or Resume.





Presentation Outline

- 🌱 Basics of Cover Letter
- 🌱 Cover Letter Goals/Best Practices
- 🌱 How to write a Cover Letter
- 🌱 Examples of Cover Letters
 - 🌱 The Good, the Bad and God knows what
- 🌱 Questions



Cover Letter Basics

- 🌱 What is a Cover letter?
- 🌱 How many of you have written a Cover letter before?
- 🌱 What do you think is the main Goal of a Cover Letter?
- 🌱 How long should a cover letter be?



Goals of Cover Letter

- 🌱 To introduce and present your Resume to the HR personnel or the recruiter
- 🌱 To land you the interview for that dream job you wanted
- 🌱 Increase the chances of getting the job
- 🌱 To help you get the job



What to **DO**/ What **NOT** to do

Do


- 🏆 Make it Personable and Professional
- 🏆 Tell a personal story/Crack a joke
- 🏆 Mention Mutual Contact
- 🏆 Sell/Market yourself
- 🏆 Make it simple


Don't


- 🏆 Sound like a Machine
- 🏆 Send a letter saying "Attached is my Resume"
- 🏆 Use abbreviations like "u" like in text messages or personal emails



Cover Letter: Head

 **The Date needs to be the first thing at the top**
Example: March 19th, 2012
either on the left side or right, does not matter

 **Name (Do your Research)**
Job Title (Normally the Human Resource Personnel)
Address
example:

 Mr. VidhanRana
Founding Partner
Biruwa Ventures



Cover Letter: Body

- 🏆 Start with Mr. or Ms. (LASTNAME):
 - 🏆 Example Mr. Basnet:
 - 🏆 **Again: Do your research and find out the details**

- 🏆 4 paragraphs **USUALLY**
 - 🏆 **The format/style may vary**

- 🏆 Paragraph 1:
 - 🏆 State the position you are applying for
 - 🏆 Name of a mutual contact if any
 - 🏆 How you learned about the job opportunity



Cover Letter Body

🏆 Paragraph 2

- 🏆 Write a short summary of your career which is tailored to fit the company you are approaching
- 🏆 Give a “**General Overview**” of your previous experience related to the position you are applying for
- 🏆 Note: Intro Level jobs will not have a lot of these information



Cover Letter Body


📌 Paragraph 3

- 📌 Lay out several specific accomplishments that are **relevant** to the prospective job, which can be found reading Job Description
 - 📌 Note: Intro Level jobs will not have a lot of these information
- 📌 Some people prefer this in Bullet Points
- 📌 Put your most accomplished experience first and then list your experience in similar order
- 📌 Do not copy/paste from Job Description



Cover Letter Body

Paragraph 4

-  Write when you will be getting in touch and following up with the recruiter
-  State that you are looking forward to hearing back and ready for an interview
-  List your contact details like your full name, phone number, email address and any other relevant information



Examples of Cover Letters

- 🌱 In our example, we are going to use the Position of Administrative Assistant as advertised by Biruwa's website.
- 🌱 <http://www.biruwa.net/about-biruwa/hiring/>



Example 1 (Good or Bad? Why?)

Dear Sir,

I came to know that there is a place vacant for the post Administrative Assistant through merojob.com. Being highly interested to join your self esteemed and reputed company. I would like to offer myself as a candidate for this post. I have completed my Bachelor in information Management (BIM) from College Of Applied business, Kathmandu. Currently I am doing MBA from skylark college specialize in marketing.

I think I am suitable for the vacant post because of my academic qualification. My confidence, hardworking and co-operative nature back me up for the post. I always believe in **Team Work**. I am enclosing my resume which may suggest that I could be suitable candidate for the post. I hope you will consider this application favourably. I want to ensure you that I shall make every effort to be worthy of the confidence placed on me.

Waiting for your positive response.

Sincerely Yours,



Example 2 (Good or Bad? Why?)

To The Manager
Biruwa Ventures Pvt. Ltd.

6th January, 2012

Dear Sir/ Madam,

I am writing to apply for the Administrative Assistant position mentioned in your website. As requested, I am enclosing my resume with this application and two references.

The opportunity presented in the listing is very interesting and I believe my education, good interpersonal skills and experience of working with professionals makes me a very competitive candidate for this position. I have just taken my final year exams in BBA and have strong background in accounting and management. Furthermore, I have excellent communication and multitasking skills and have represented the bank I previously worked, in various expos.

Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.

I can be reached via email at mike.anderson@hotmail.com or my cell phone, 977-9841100000.



Example 3 (Good or Bad? Why?)

6th January, 2012

VidhanRana

Biruwa Ventures

Dear Mr. Rana:

I am writing to apply for the position of Administrative Assistant as advertised in your website. I believe my education, good interpersonal skills and experience of working with professionals makes me one of the most suitable candidates for this position. Moreover, with my strong background in accounting and management, I will be able to complete the administrative assistant's tasks and deal with Biruwa's customers in an effective and efficient way.

As it can be seen from my Resume, I interned at Mega Bank where I acquired experience in departments like Operations, Marketing, Clearing and Customer Service. Moreover, with my experience as a Manager at Ginger Enterprises, I have gained first hand experience in book-keeping and conducting special projects which clearly shows that I have necessary experience required to join your team as an administrative assistant.

I look forward to speaking with you about this opportunity and am available for an interview at your earliest convenience. As requested, I am enclosing my resume with this application and two references. I can be reached via email at mike.anderson@hotmail.com or by cell phone at 977-9841100000.



Things to Remember

- 🌱 Email Address should look professional like FirstName.Lastname@gmail.com
Not happyfeet@gmail.com or hellokitty@gmail.com
- 🌱 Naming your documents: Use a format like LastName_FirstName_Document_Year
- 🌱 Rana_Ankit_CoverLetter_2012



Cover Letter Facts

- ✚ Always research on the company and the person who is going to receive your cover letter
- ✚ **DO NOT PUT FALSE INFORMATION ON YOUR RESUME OR COVER LETTER!**
- ✚ A precise, well formatted and simple Cover Letter increases your chances of landing the interview and getting the job
- ✚ Your goal is to stand out amongst all the other applicants



Sources

🌱 Forbes:

🌱 <http://www.forbes.com/sites/susanadams/2011/03/24/how-to-write-a-cover-letter/>

🌱 http://www.forbes.com/2011/03/24/cover-letter-resume-jobs-hiring-leadership-careers-employment_slide.html



RESUME CO-
SAMPLE

Your Name

1734 Haight St., San Francisco, CA, 94117

(415) 545-2187

chris_eichner@gmail.com



Nov. 19, 2017

Sarah Bennett
Hiring Manager
American Airlines
4333 Amon Carter Boulevard
Fort Worth, TX 76155
(817) 963-1234
sbennett@americanairlines.com

RE: Flight Attendant Application

Dear Mrs. Bennett:

I am writing to apply for the opportunity to work at American Airlines as a Flight Attendant in Fort Worth, TX. Your airline is an innovative leader in the flight industry, and I would be thrilled to represent American Airlines through passenger service, plane safety procedures, and cooperation with the aircraft team.

Over my four years of experience as a flight attendant, I have worked for two highly reputable airlines and have achieved tangible success in customer satisfaction and efficiency.

During my time at Skywest Airlines, I was recognized out of my team for consistently scoring a 93% or higher passenger satisfaction rate on surveys. Flight attendants are the face of the airline, and as such, it is my professional goal to offer exceptional service that reflects the high standards set by the airline.

At United Airlines, I handled increasingly demanding responsibilities with finesse. Over my 4,000 logged hours in both international and domestic flights, I applied my CPR and First Aid training in three emergency situations to assist the passenger until further medical attention could be had. On a daily basis, I work with flights of over 300 passengers at a time and coordinate with my team in the aircraft and airport to serve food and drink, communicate with passengers, and ensure a smooth flight experience.

With my strong track record and personable character, I am confident I would make a valuable addition to the American Airlines team. I would be happy to discuss my qualifications in an in-person interview. You can reach me at [PHONE NUMBER] or by email at [EMAIL]. Thank you, and I look forward to hearing back from you soon.

Sincerely,
Chris Eichner

CLOSING FORMATS

Sincerely,

Simon Smith

Enclosure: Resume

Sincerely,

Simon Smith
5886 Tunbridge Crossing
Fort Wayne, IN 46815
ssmith@purdue.edu

Enclosure: Resume

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RESUME WRITING



The Resume



Heading

Objective

References

Education

Activities

Related Skills

Experience





The Heading



- Preferably at the top in the center or right side
- Name, address and phone number
- Email
 - accessible after graduation.
 - Professional address





Heading Examples

DO

David Sanchez

Current Address
516 Twinleaf Drive
Bakersfield, CA 93308
Phone (661) 747-2454
email: dsanchez@yahoo.com

Permanent Address
403 Rio Drive
Chesapeake, VA 23322
Phone (757) 549-6138

DON'T

1

Elsie R. Doyle

Permanent Address: 516 Twinleaf Drive
Bakersfield, CA 93308
Phone : (661) 747-2454
Fax : (661) 747-8920
Email : dolyee@yahoo.com
Date of Birth : April 30, 1976
Nationality : British

Current Address : 927 Lolling Lane
San Francisco, CA 99823
Phone : (802) 678-9101
Email : ybme@ca.com
Email : hobbub@stan.net
Gender : Female
Marital Status : Single



Objective



Don't write a novel

Objective:

To seek an opportunity for a career position with your company as electrical instrument engineer that will utilize my experience in engineering and management skills, while seeking a room and growth for learning and experience to further improve skills that will lead to the advancement within the company.

Closer...too brief

OBJECTIVE

EXECUTIVE - MANAGEMENT POSITION



Experience



- List all work experience...
- Include accomplishments not just responsibilities





Related Skills



- Maximize this field!!!
- Include relevant courses
- List computer skills here





Activities



- List them all and have a balance

- Athletic groups



- Hobbies

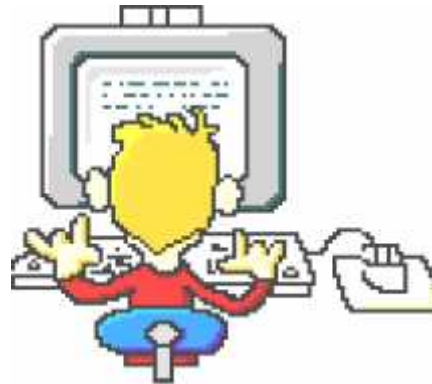




Style



- Free of Grammatical and Spelling Errors
- Easy to read font 12 or 14 pt.
- Categorize information
- Read down





Ready?



- Research the company and yourself
- Be ready to back up anything on the resume
- Have at least two friends proof read and critique





**Thank
You!!!**

www.thebodytransformation.com