



Cover letters



Instructions for use

- *The following document is an electronic form for you to add your answers to.*
- *Simply read through the text and where prompted place your cursor on the areas to fill in and add your text.*
- *Begin by saving this document to a location on your computer, add your name to the file path where indicated so that you can come back to it at anytime or share with others.*

Making a good cover letter

Where resumes are targeted to specific job roles, cover letters are targeted to specific jobs within specific organisations. And don't go thinking they are a waste of paper. Many expert recruiters feel that a cover letter is as important as a resume. *At Sarina Russo, we think so too!*

Why?

1. *Because the cover letter allows you to target the specific job and the organisation. The time, finesse and effort put into a cover letter will ensure that your resume is given proper attention.*
2. *You want the employer to consider you? Communicate that you have considered that employer specifically, and want to work at that particular organisation.*

We are going to support you every step of the way to make it easy for you to produce a job-winning cover letter.

This next section will assist you to create great cover letter to go with your resume. As suggested above, you should write a cover letter for each organisation you approach and job you apply for.

Sounds like a lot of work, hey?

It's okay, we are here to make that easy for you.

This next section will assist you to create a great cover letter to go with your resume. As suggested above, you should write a cover letter for each organisation you approach and job you apply for.



Know your audience: Identify what's important to the employer

Cover letters are role and employer specific , **NOT** generic. Therefore, you need to have a firm grasp on what the employer is looking for. Look at their advertised position, or their website, and highlight the key things the employer is saying they are seeking.

Activity

Review the needs of the companies you are targeting. Return to Module 3 - 'Networking' worksheet – 'Research Potential Employers Activity'.

For those that haven't completed this module, complete table on the following page...

Please note:

1. ***Spend time researching each of their websites and find out all that you can about them and their place in their industry.***

Since you'll be applying for a job without necessarily seeing a job description, it's important to research the company to find out as much as you can about the tasks, skills, and experiences they may be looking for. This will help you when you are marketing yourself to them.

2. ***What are their needs, or what outcomes are they trying to produce, that your skills and knowledge could help with?***

Job Title:

	Company	Website	Their needs	How could I network with them?
1				
2				
3				
4				
5				
6				

STEP 2

Think like a writer!

Consider your language, and **think like a writer**. Consider what reads well, what is convincing, what highlights your strengths and demonstrates your passion.

Activity

Re-write the sentences below to better sell your skills and convince the employer you are the one to consider.

Be memorable!

I am a good person for this job because I have some experience in this industry.

I have some experience in retail.

I am only looking for part time hours as I need to work around my three kids.

I have excellent time management skills.

I haven't got any experience in this particular role, but I am really interested in working in this industry.

How did you go???

Below are some examples of what you could have said.

Compare this to what you wrote -

I am a good person for this job because I have some experience in this industry.

“As my resume demonstrates, I have relevant experience in this field and when given the opportunity I will prove to you that I can excel in this role.”

I have some experience in retail.

“I am passionate about retail! Having worked in this industry I understand what makes a great sales person. I would like the opportunity to meet with you to discuss how enthusiastic I am to work in your organisation.”

I am only looking for part time hours as I need to work around my three kids.

Don't mention hour restrictions because of family commitments. At the interview, say something positive, like ***“Part time hours are perfect!”*** Remember, the cover letter is about how you meet their needs, not how they will meet yours.

I have excellent time management skills.

I have excellent time management skills that have been proven in a busy office environment. I understand your business is fast paced and I thrive in this setting.

I haven't got any experience in this particular role, but I am really interested in working in this industry.

I have many transferable skills for this role. I am...(list relevant transferable skills you do have, rather than highlighting lack of experience). People notice what you highlight for them to notice.

The purpose of a cover letter is introduce your skills and attributes and to demonstrate your passion so that they want more.

Ultimately, you are trying to secure a chance to talk face to face.

Use these as paragraph starters...

I wish to tender my application for the above-mentioned position...

Your advertisement for _____ in _____ caught my interest as when I read what you were requiring, I felt I matched this criteria perfectly...

Your pursuit of a suitable applicant may well be over...

I have some innovative ideas which I would like to discuss with you...

The enclosed Resume will show you what I bring to the role, my passion for this career move, and why I would be perfect for (organisation).

End strong...

May I meet with you personally to substantiate the statements in my Resume and to answer your queries....

I passionately believe I have a lot to offer your company. I am sure this letter and my resume piques your interest. May I meet with you so that we can discuss this further?

I am looking forward to meeting with you and learning all I can about being a great asset to your company.

Great people build great companies. I would so highly value meeting with you so I can further prove how I may be a vital asset to you.

Click here for some excellent examples to help inspire you...



Write!!!

Consider the companies you are targeting and write a letter to each one marketing yourself in your preferred job role. Save these letters. They will create the foundation you can come back to when you have to write a cover letter next time.