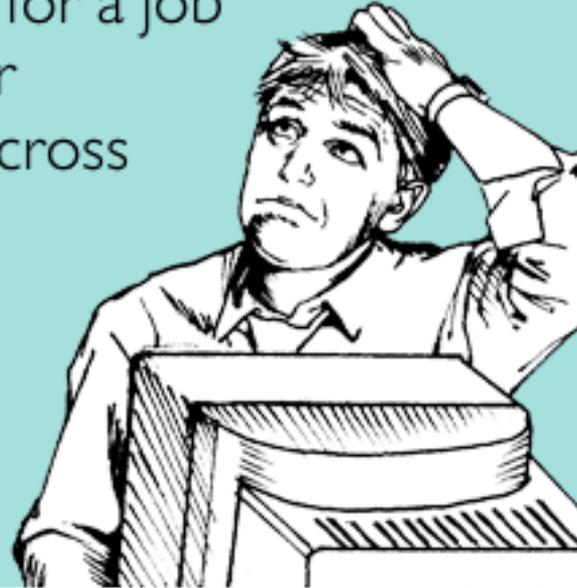


How can I say,
"Will do anything for a job"
in this cover letter
without coming across
as desperate?



your  cards
someecards.com

COVER LETTER WORKSHOP

Ms. Fraticola
Counselor (last names A-L)
Senior Cogs Connection
9/22/17

TODAY'S THREE- PART OBJECTIVE

We will: **UNDERSTAND**

How to write an effective cover letter
including content to include, structure, and
formatting.

and **demonstrate comprehension** through
active listening and participation as well as
through creation of a cover letter.

COVER LETTERS

If the resume is the detailed listing of your experience, the cover letter is a representation of your personality

This is a crucial tool in the job-search process

The cover letter will highlight your strengths, abilities and what skills you will provide your potential employer

The cover letter is also your opportunity to showcase your writing ability and communication skills

Yes, my dear, it's true,
you really should
submit a cover letter
with your resume even
if it's not required.



FIRST STEPS...



Research the company you are applying to AND the specific role you seek

You will tailor your cover letter to the company and job!

Nearly half of organizations that responded to a National Association of Colleges and Employers (NACE) survey say it is “imperative” you research a firm before creating documents.

WHAT TO RESEARCH?

1. Name of the person who will be receiving your resume and cover letter (who you could interview with) AND their title
2. Address of company
3. Company's mission statement
4. Department goals
5. Position description



what

job title, keywords or company

where

Genoa, IL

city, state, or zip

Find

Marketing Internship

TwinRayj Studios - DeKalb, IL 60115

Internship

This is an educational internship. The responsibilities of this position will require creating an advertising campaign. You will be involved in creating and managing the campaign from start to finish. Qualified applicants should have a basic understanding of how today's video game market works. Should also have a solid grasp on social media marketing. They should also be able to design promotional material such as fliers, ads, banners, etc. that can be used on social media and/or commercials. This internship will last three to six months and will be educational as well as provide real-world experience.

All applicants must have at least one year of college behind them.

We are a mobile game company, creating fun and interactive games for mobile devices. Serious inquiries only, please.

Job Type: Internship

Salary: \$0.00 /year

Required experience:

- college level schooling: 1 year

30+ days ago - [save job](#)

» [Apply Now](#)

RESOURCES FOR RESEARCH



<http://indeed.com> (job search website)

<http://company.monster.com> (job search website)

<http://www2.guidestar.org/Home.aspx> (non-profits website)

www.glassdoor.com (company review website)

www.vault.com (company review website)

Local newspapers/magazine articles

Networking/word-of-mouth

Company websites, statements and mission



BEFORE YOU BEGIN WRITING...



Ask yourself these questions:

- Why am I interested in the position?
- Why am I a good fit for this job/company?
- What makes me unique?
- Can I describe relevant skills and knowledge based on my past experiences and education?

BEGIN TO WRITE - STRUCTURE

Your header should mirror the header on your resume!

Address the letter to a specific person if you can find his or her name but if no name is available, "Hiring Manager" or "HR Professional" will be okay

Your letter should be no more than **3-4 paragraphs** and **should cover no more than ¾ of the page**

Use the job description to pick out key words (**buzz words**) to highlight in your cover letter

The Cover Letter

Your Name
Street Address
City, State Zip Code
Phone Number
E-Mail Address

Today's Date

(Mr./ Mrs./ Ms./ Dr.) First & Last Name, Job Title
Department
Company
Street Address
City, State ZIP

Dear (Mr./ Mrs./ Ms./ Dr.) First & Last Name:

Your opening paragraph should arouse the reader's interest. Tell why you are writing the letter. State that you are applying for a specific position and indicate how you found out about the job. Explain why you are specifically interested in employment with this company.

Your middle paragraph(s) should address the employer's hiring needs. Target the information to the job requirements and/or research the employer to identify what those needs may be. Give detailed information about your relevant qualifications and how they match the job requirements, and show the reader why s/he should consider you as a prospective employee. Be as specific as possible about what you can do; don't make the reader try to guess. After reading this letter, there shouldn't be any doubt in the reader's mind as to why you think you are qualified.

In your closing paragraph, refer the reader to your enclosed resume and thank the reader for taking time to review your materials. Mention your interest in an interview. You may also state that you will follow-up in writing or by phone after a specific date.

Sincerely,
Your Name

THE 1ST PARAGRAPH

Introduce yourself and your credentials (recent high school graduate from Genoa-Kingston High School,, college student, etc.)

Reference the job posting & title - tell them how you found it (job search website, company website, etc..)

Reference/reinforce your relationship with your contact - if this is someone you met in person, re-iterate that! (e.g. "It was a pleasure meeting you at _____ in _____ (month/date) and I appreciated the opportunity to learn more about your company")

Provide a thesis (rationale) of why you are applying for the job, and briefly mention what skills you possess that make you a qualified applicant and what you can offer this employer

THE 2ND PARAGRAPH

This is the paragraph where you expand on your thesis...

Explain how your **skills and experience** are exactly what your prospective employers are looking for and what you can do to best serve their needs

Use the job description as a guide to match their needs and your relevant experiences/skills

You can feel free to include some of your unique experiences too – world travel, languages, team sports, etc... as long as it is relevant for the job to which you are applying

THE 3RD PARAGRAPH

Reiterate your interest in the position!

Thank them for the opportunity to apply for this position and request an interview → **CALL TO ACTION!**

Include your contact information and the next actions you will take if any (i.e. I will contact you during the week of... to follow up)

If you say you'll contact them on a date or within a certain range of dates, **be sure to do it!** (If the company has said "no calls", then do not call)

TIPS FOR SUCCESS

Use plain English – **avoid “industry jargon”** unless it is appropriate to do so

Use short, **non-complex sentences**

Edit, edit, edit! Spell check will NOT catch misspellings in company names

Send a thank you note after making a connection with a company representative

MORE TIPS FOR SUCCESS

Reference someone in the company you are applying for if you can! → knowing someone increases your chances of getting an interview ten-fold!

Make sure to follow up if you've said that you will

Do not overwhelm the prospective employer with emails and phone calls!

Consider asking an industry professional for feedback.

****You can make an appointment with your counselor to receive feedback --> MS. Fraticola (A-L) and MS. Schiro (M-Z)**

QUESTIONS?



REFERENCES

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