

COVER LETTER

Naviance Student

Lesson Tasks

Students will understand the purpose of a cover letter.

Students will review sample cover letters and corresponding resumes.

Students will prepare a cover letter based on their resume and desired job

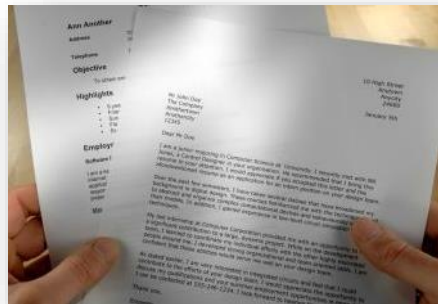
WHAT IS A COVER LETTER?

Purpose of a Cover Letter

A cover letter is a letter sent with your resume when applying for a job.

A cover letter...

- Introduces you to potential employer
- Explains why you are sending in your resume
- Provides additional information about you



Who Sees Your Cover Letter?

A typical hiring manager does not read cover letter before the application

They generally spend **10 to 15 seconds** scanning your application

If they like what they see, they will read more



WHAT TO INCLUDE...

Your Cover Letter Should...

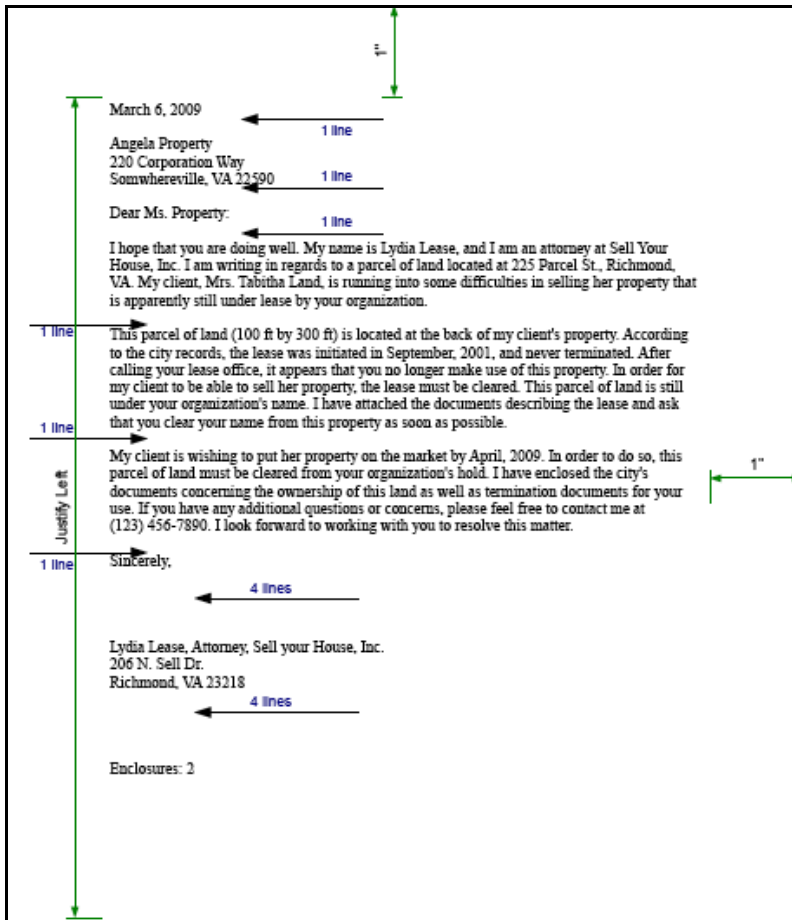
- **focus** on what the employer needs and point out how you will meet their needs
- **reflect** your understanding of the company and the job you are applying for
- **tell** your reasons for sending the letter, for example, desiring an interview

Cover Letter Tips

- Be assertive – the first **20 words** are the most important
- Tell your story - how you can be of value to the employer
- Use simple, straight forward language and grammar
- Let your letter reflect your individuality
- Send your letter to someone directly if possible
- Spell letter recipient's name correctly
- Be friendly, not pushy

COVER LETTER FORMAT

Cover Letter Format Options

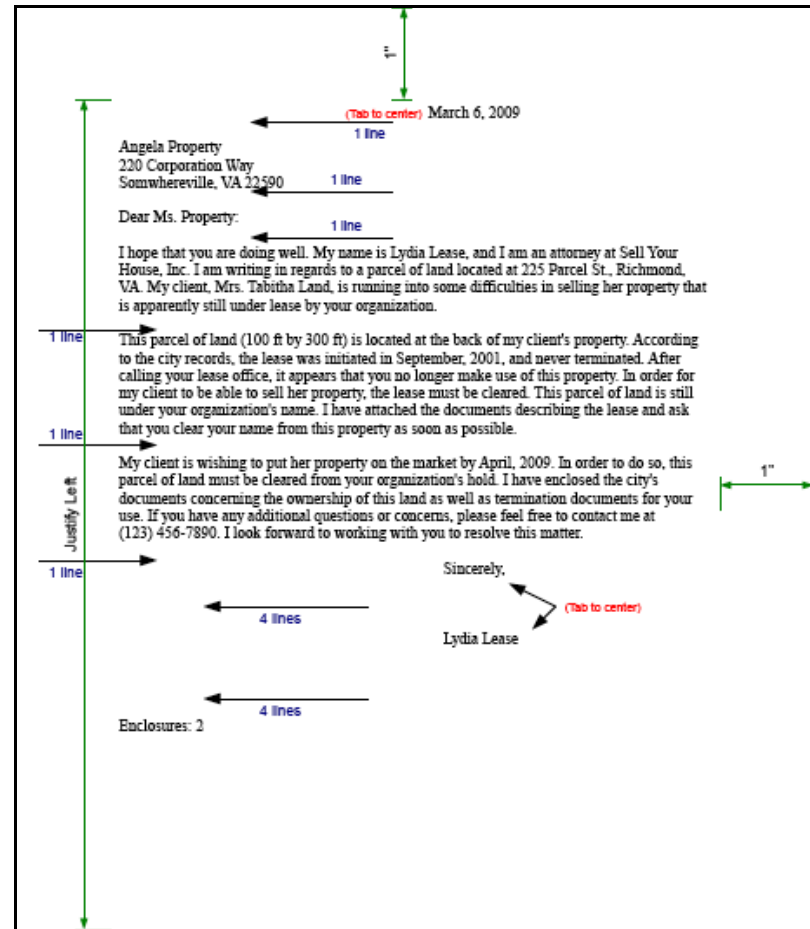


The diagram illustrates the Block cover letter format. It shows a letter with all text elements aligned to the left margin. A vertical green line on the left indicates the margin, with a '1 line' label. A horizontal green line at the top indicates the header margin, with a '1"' label. The text is as follows:

March 6, 2009
 Angela Property
 220 Corporation Way
 Somewhereville, VA 22590
 Dear Ms. Property:
 I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.
 This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September, 2001, and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.
 My client is wishing to put her property on the market by April, 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed the city's documents concerning the ownership of this land as well as termination documents for your use. If you have any additional questions or concerns, please feel free to contact me at (123) 456-7890. I look forward to working with you to resolve this matter.
 Sincerely,
 Lydia Lease, Attorney, Sell your House, Inc.
 206 N. Sell Dr.
 Richmond, VA 23218
 Enclosures: 2

Annotations include a '1 line' label for the first line of the body text, a '1 line' label for the signature line, and a '1"' label for the right margin.

Block



The diagram illustrates the Modified Block cover letter format. It shows a letter where the text is right-aligned, except for the date and the signature. A vertical green line on the left indicates the margin, with a '1 line' label. A horizontal green line at the top indicates the header margin, with a '1"' label. The text is as follows:

(Tab to center) March 6, 2009
 Angela Property
 220 Corporation Way
 Somewhereville, VA 22590
 Dear Ms. Property:
 I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.
 This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September, 2001, and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.
 My client is wishing to put her property on the market by April, 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed the city's documents concerning the ownership of this land as well as termination documents for your use. If you have any additional questions or concerns, please feel free to contact me at (123) 456-7890. I look forward to working with you to resolve this matter.
 Sincerely,
 Lydia Lease
 Enclosures: 2

Annotations include a '1 line' label for the first line of the body text, a '1 line' label for the signature line, and a '1"' label for the right margin. A red arrow points to the date with the label '(Tab to center)'.

Modified Block

Cover Letter Design

Open Punctuation - using few punctuation marks when writing

Dear Mr. Jones ← No colon

Sincerely ← No comma

Closed Punctuation - punctuation in which many commas, full stops, etc., are used

Dear Mr. Jones: ← Colon

Sincerely, ← Comma

The Body of the Letter

Your street address
Your city, state, zip code

Month, Day, Year

Mr./Ms./Dr. Name
Title
Name of company/organization
Company address
City, State, Zip code

Dear Mr./Ms./Dr. Last Name

Paragraph 1: Answers “Why am I writing?”

- Identify the position and the company
- Indicate how you learned about the position
- Request the employer’s consideration
- Introduce basic information about yourself

Paragraph 2: Answers “Who am I, and why should you hire me?”

- Contain a brief summary of your personal data and work experience.
- Relate your skills, experiences, and qualities that would benefit you in this position

Paragraph 3: Answers “What is my next step?”

- Refer the reader to your enclosed resume
- Reiterate your interest in the position
- Specify how you will follow up

Sincerely

Your signature

Your name

Enclosure: Resume for YOUR NAME

First paragraph – reason for writing

Second paragraph – point out qualifications

Third paragraph – call attention to resume, reiterate interest

Sample Cover Letter

Sue Anderson

525 Hampton Rd., Tampa, FL 33610 – (111) 123-4567

April 28, 2008

Mr. Scott Thompson, CFO
Thompson & Thompson, P.C.
6811 Citrus Blossom Drive
Tampa, Florida 33610

Dear Mr. Thompson:

After reading the wonderful article, "Giving Back," in the Sun Times about Thompson & Thompson's philanthropic work for charitable causes, I knew this was the place for me. I am also a passionate community volunteer who believes in promoting and improving the quality of life of others.

I bring to Thompson & Thompson three years of accounting experience working with the Director of Accounting for Smith & Hughes, one of Tampa's most highly regarded accounting firms. In this position, it was my privilege to learn every aspect of the accounts receivable and payable departments, including payroll, general ledgers and the preparation of year-end budgets.

More importantly, I developed exceptional organizational and interpersonal skills. As the Director's accounting assistant, I acted as liaison to clients, vendors and fellow accountants. This required me to manage multiple projects simultaneously, to follow-up on same and to report their progress at a moment's notice.

I will contact you next Monday, May 5th to schedule a meeting where we can discuss my qualifications further and how they meet the needs of Thompson & Thompson. Thank you for your time and I look forward to meeting you in person.

Sincerely,

Sue Anderson

Enclosures: Application for Employment
Resume

COVER LETTER TIPS

Don't Forget to...

- Use good grammar and correct spelling
- Do not use slang
- Be brief, but cover the subject
- Stick to the point of the letter
- Proofread, proofread, proofread!
- Ask for help if you need it
- Strive for neatness and personality

Emailing Your Cover Letter

If you submit application, resume and cover letter electronically, submit each individual document as an **attachment**

Do not write cover letter in the email message

Usually a Human Resources support person is responsible for processing applications before forwarding them to the hiring manager

The hiring manager might not see cover letter if it is in initial email message

DESIGNING YOUR COVER LETTER

Match Resume and Cover Letter

Matching your resume and cover letter creates a professional impression even before you get an interview!

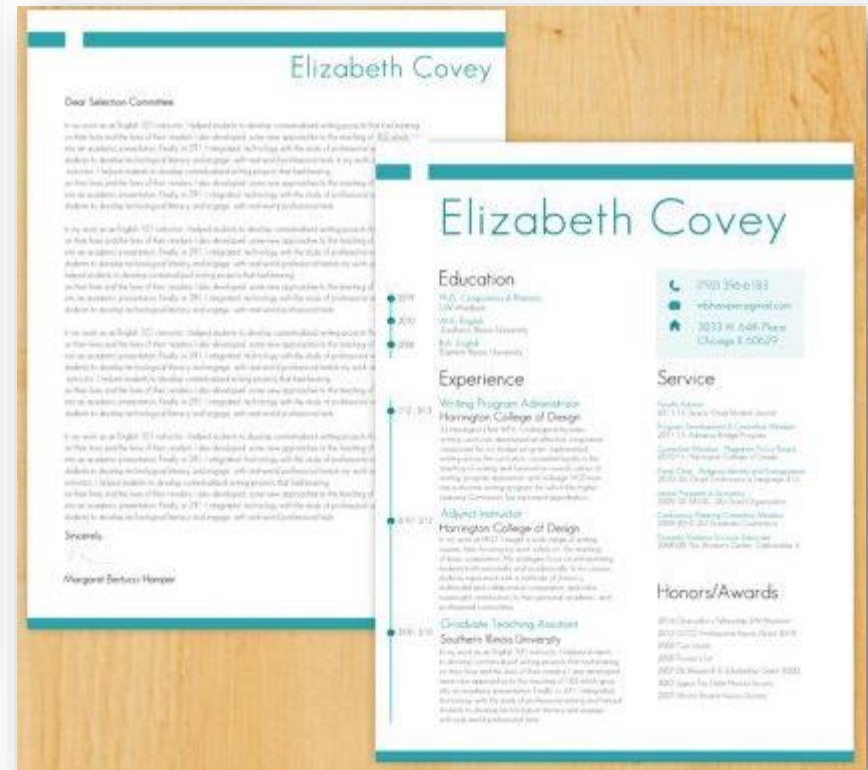
Match the **fonts** – Use the same font for the body of your cover letter as you used in your resume

Match the **formatting** – Use the same style in your letter as you used in your resume.

For example, if you separate resume sections with horizontal lines use the same lines in the header/footer of your letter. ([*Free matching resume and cover letter templates on Microsoft online available for download.](#))

Match the **information** – Make sure your resume and cover letter information match. You don't want to mention something in your cover letter that is not on your resume.

Matching Resumes and Cover Letters



Start with a Template

A **template** provides the basic structure to your cover letter.

Edit the template to include your personal information

Templates provide structure and reduce the amount of time you spend formatting the letter

Free **Microsoft Word** cover letter templates are available online to download and customize

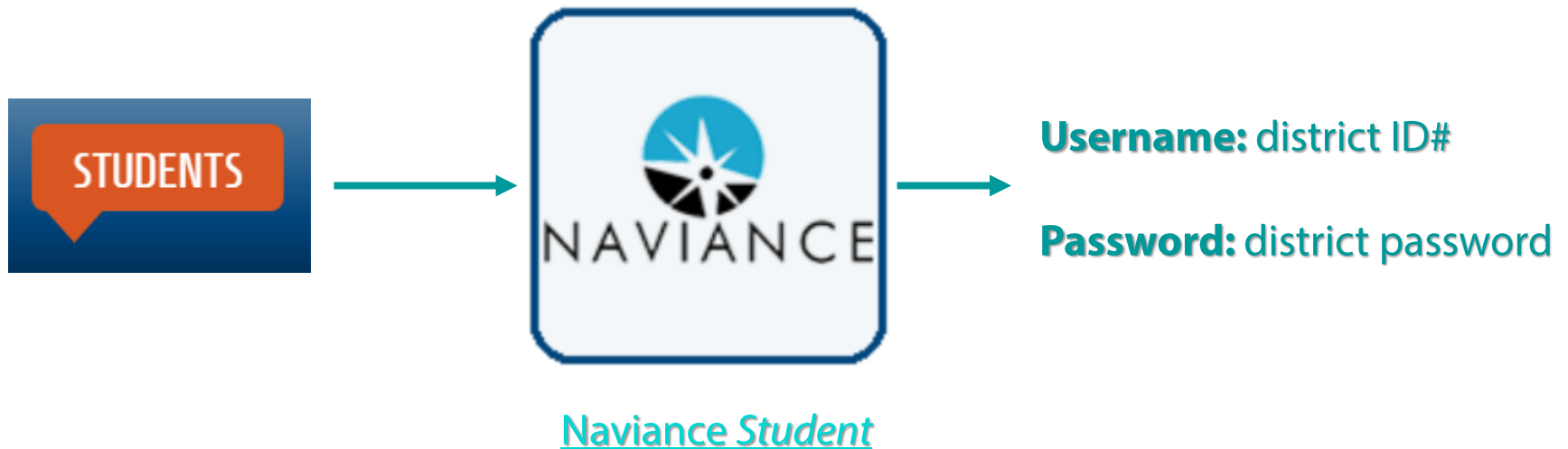
[*Click here to browse and download your cover letter template](#)

Log in to Naviance Student

Click **Students** from school website

Click **Naviance** button

Log in with district ID# and password



TASK COMPLETION...

Cover Letter Partner Activity

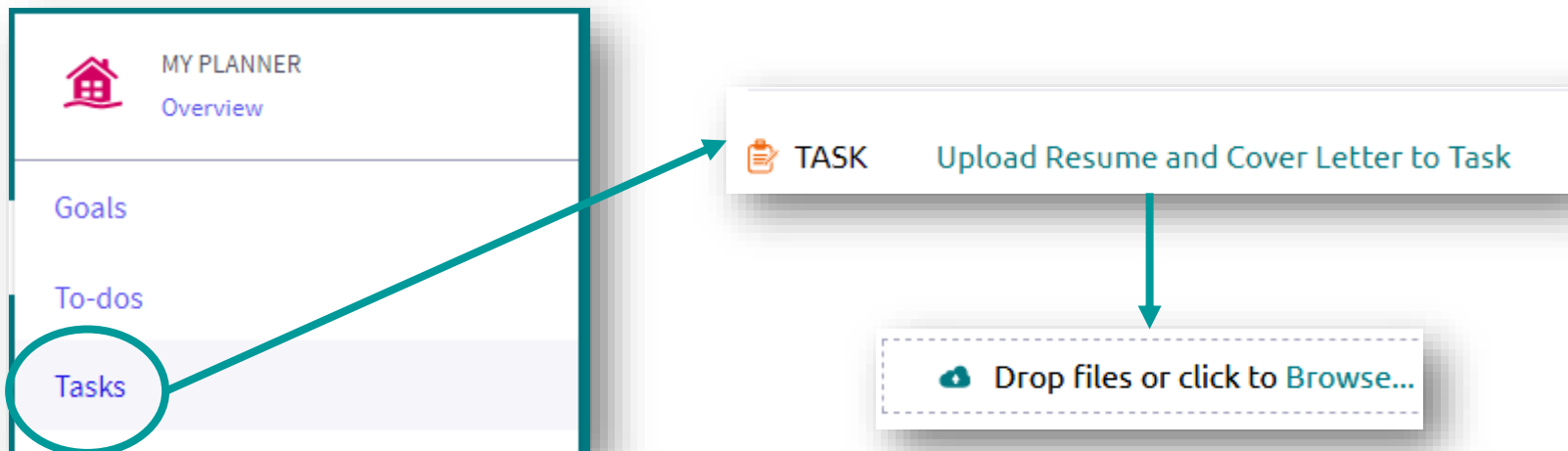
1. Choose a partner in class
2. Exchange printed **resumes** AND **cover letters**
3. Each log into your *Naviance Student* accounts
4. Go to **About me>My Surveys>Surveys Not started**
5. Read cover letter and resume
6. Complete the *Would You Interview?* survey and make a recommendation for an interview based on both their cover letter **AND** resume.

Complete the Lesson Task...

To complete the lesson task log into Naviance *Student*, click on **My Planner > Tasks**.

Click the **Upload Resume and Cover Letter to Task**.

Click **Browse...** to locate your resume and cover letter and upload.



Stay Up to Date by Following...

@EPSNAV



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- Get the most current updates on *colleges, careers, scholarships, financial aid, etc.* without logging in!
- Instant notifications and *Naviance Student* information comes directly to you!

Naviance Questions?

If you have any questions, please contact naviance@everettsd.org.

Be sure to provide your name and school.

To check messages sent to you through Naviance *Student*, login and click the icon for your **messages** in the upper-right corner.

