





Module II – Effective Communication

Topic 3: Cover Letter & CV Preparation

“ Introduction

- Whenever you are sending somebody your CV, you should also send them a covering letter, using the opportunity to highlight why you are a strong candidate for the job and to convey your knowledge, skills and enthusiasm.

“ Introduction

- Cover letters are a narrative complement to your resume.
- A brief one page document that helps expand on the experiences you showcased in your resume.
- Highlights your motivations in applying for the position and why you want to work with this specific organization.
- Showcases your personality and values.





Topic 3: **Cover Letter & CV Preparation**

I- Purpose



Topic 3:

Cover Letter & CV Preparation

II- Format



Cover Letter Format: General

- Use formal letter format

Jane Williams June 25th, 2022	
1132 Peck Street Portsmouth United States 603-816-3502 jwilliams@email.com	
Datadriven Content Marketing Manager	
To Hannah Swanson - Unilever	
Dear Hannah,	
Seeing that Unilever was looking for a Content Marketing Manager made my heart skip a beat. I helped grow Savvy Evolve's revenue by 85% by adding content marketing to our online presence and I am confident I can do the same for you.	
In my previous position with Savvy Evolve I worked independently on a project aimed to grow its brand awareness by implementing content marketing. This strategy ensured that our prospective customers and partners always felt a strong connection to our company and products and thus I was able to build quality relationships and work collaboratively and professionally with all stakeholders.	
A year after implementing the content marketing strategy the results were in:	
<ul style="list-style-type: none">• 67% increase in overall customer recognition of our brand and products• 33% increase in brand ambassadors	
I know that Unilever is in need of a person to oversee the channel-specific strategy and development of all content for the department's social channels and video platforms. This task is a great opportunity to expand your audience's knowledge of your content, which I as a Content Marketer is passionate about. Given the chance I would love to use my knowledge of social media and video-editing skills to achieve great results.	
Thank you for your time in reading this. I'd be thrilled to learn more about this job opening, and show you how I can help Unilever grow through a strategic content marketing effort.	
Sincerely,	
Jane Williams	

Cover letter header

This includes your name, title, your contact information and the name and contact information on the hiring manager as well

Salutation and "the hook"

Use a personal salutation to grab the reader's attention and keep it with a great hook

Your motivation and offer

Explain why you're the best person for the job and make sure they know exactly what you bring to the table

Call to action

End your cover letter strong with a call to action prompting the hiring manager to invite you to a job interview

Sign off

Finish your cover letter with a professional closing and your full name



Cover Letter Format: General

- Stay to one page



ELEANOR FITZGERALD
PRINCIPAL

RAINBOW DANCE CLUB
123 ANYWHERE ST.,
ANY CITY, STATE
COUNTRY 12345

February 08, 20XX

Nancy Mills

Anywhere Street
Any City

Dear Mrs. Mills,

Thank you for your letter of Jan 10 discussing our policy concerning payment for missed classes.

I have checked with our owner, Ms. Theresa, for a clarification. In the past, our policy was that missed classes would still need to be paid for. Under the circumstances, however, she said that you will not have to pay for the classes your daughter missed because of her unfortunate accident on the way to class.

We hope this is a satisfactory solution for you and wish your daughter, Carol, a speedy recovery. We shall put a hold on your account until she is ready to return to her tap lessons. Thank you once again for your concern.

Warm regards,

Eleanor Fitzgerald
Principal,
Rainbow Dance Club

ADDRESS: 123 ANYWHERE ST., ANY CITY, STATE, COUNTRY 12345
PHONE: 123-456-789



Cover Letter Format: General

- Use bond paper that matches your resume

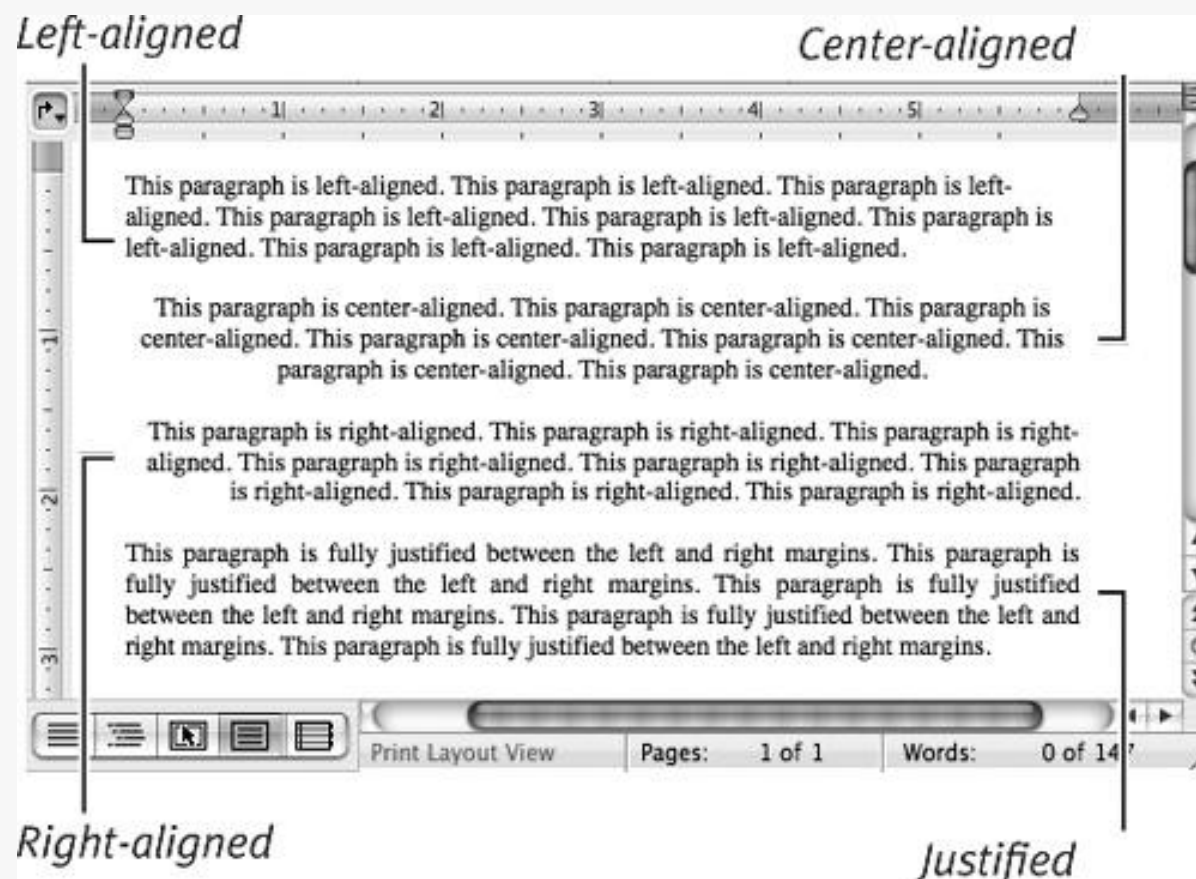
Jan Myers	Experienced letting agent with a focus on outstanding customer service. Extensive knowledge of the North London lettings market and a reputation for rapidly locating the best tenants. Seeking to take my career to the next level as assistant lettings manager for Bounds Lettings in Wood Green.
Personal Info	
Phone 0777 777 7777	
E-mail jmyers_zety@gmail.com	
Skills	
Inventory management: Able to conduct detailed pre and post-letting inventory checks, ensuring all damages are fully accounted for.	
Software: Experienced user of AgentPro, Expert Agent and Photoshop.	
Customer service: Maintained constant communication with both landlords and tenants.	
Legal knowledge: Served all notices in compliance with the law.	
Negotiation: Obtained the highest price possible for lettings.	
Experience	
2016-10 - present	Senior Letting Agent <i>Blaxland Lettings, Finchley</i> <ul style="list-style-type: none">• Achieved a promotion from junior letting agent to senior letting agent within one year of joining Blaxland after consistently exceeding targets for lets and customer feedback.• Completed market-leading valuations, helping clients to achieve an average of 5% year-on-year gains in rental incomes.• Grew client base by 30% through targeted marketing campaigns focussing on properties managed by competitors.• Mentored new starters and work experience placement candidates training them on all aspects of the lettings market.• Undertook high-quality property photography that helped to double the number of enquiries on new listings.
Education	
2012-09 - 2016-06	BSc in Business and Management University of London
Awards	
	Bronze medal—North London Lettings Team of the Year 2018

Jan Myers	18th June 2020
Personal Info	
Address 75 Bakers Road Acton W12 9LF	Phil Staines Branch Manager Bounds Lettings 22 High Street Woods Green N22 5BH
Phone 0777 777 7777	
E-mail jmyers_zety@gmail.com	
LinkedIn linkedin.com/in/jmyers_zety	
	Dear Mr Staines,
	As an experienced letting agent in the vibrant North London market I was delighted to see the opportunity you have available for an assistant manager. It would be an incredible opportunity to grow my leadership skills with Bounds and help to expand your business as I have in my current role.
	During my time at Blaxland I have consistently beaten monthly lettings targets and kept arrears well below targetted maximum levels. Landlords have commended me on my ability to maximise rental returns through professional presentation and marketing of their properties combined with meticulous tenant vetting.
	Bounds has an excellent reputation amongst landlords and tenants alike, as shown by its excellent ratings on Trustpilot, and your marketing is truly deserving of its excellent reputation. These facts, combined with your excellent internal training scheme have convinced me that Bounds would be a great place to advance my career and contribute to your ever-growing presence in the lettings market.
	Thank you for your time and please get in touch, so we can discuss how I can bring my positive, target-beating attitude to the table at Bounds.
	Yours sincerely, Jan Myers



Cover Letter Format: General

- Either left-justified or indented paragraphs are acceptable





Cover Letter Format: General

- Date should line up with closing





Cover Letter Format: General

- Look up titles if unsure
- Use formal, but not convoluted language
- ALWAYS sign your letter
- Triple-check for typos
- Have someone else look it over





Cover Letter Tone

- Formal, Not Casual
 - “Mr. Smith” not “Bob”
 - No contractions or slang
- Simple, Not Verbose
 - Use direct, action verbs
 - Avoid passive voice
 - Shorter, simple sentences

E.G.

Formal & Verbose: “I am in receipt of your correspondence.”

Casual & Simple: “I got your note.”

Formal & Simple: “I received your letter.”



Cover Letter Grammar

- Use dictionary, thesaurus, and style manual for reference (look online)
- Watch synonyms
 - There, their, they're
 - Your, you're





Cover Letter Grammar

- Use apostrophes correctly
 - Replace letters: you're = you are
 - Indicate possession: John's
 - NEVER to indicate a plural: "I am sending you two writing sample's."
- Brush up on other areas
(tenses, pronouns, punctuation, etc.)





Cover Letter Format: Headings

Copy and paste heading from resume to use as
“letterhead”

Along left margin:

Today’s date

Name, title, company, and full address of addressee:

Use formal title: “The Honorable” or “Dean” or “Mr.” or “Ms.”

E.g. The Honorable John Jay

Chief Justice

The United States Supreme Court

1501 Pennsylvania Avenue

Washington, DC 20003



Cover Letter Format: Headings

Salutation: Dear “Mr.” or “Ms.”

Last name only

Use a COLON after the name

“Dear Mr. Smith:” —correct

“Dear Justice Jay:” —correct

“Dear Mr. John M. Smith,” —incorrect

Be sure to use proper prefix: Dr., Judge, Justice, Reverend, etc.



Cover Letter Format: The Body

First Paragraph, The Hook:

- Who are you, where did you come from (implicit in this: how did you find me?)
- What do you want?
- Clearly state the position for which you are applying and where you heard about it.





Cover Letter Format: The Body

First Paragraph, The Hook:

Example:

- I wish to apply for the position of an accountant.....
- You may state you are responding to an ad online, or an ad in the newspaper, or you were referred by a friend. Try to use dates and publications from the advertisements.





Cover Letter Format: The Body

First Paragraph, The Hook:

- Example:** *“I was excited to see that Company ABC is hiring an event manager skilled at increasing brand awareness and driving growth with high-traffic events—especially since I’ve attended several of your company’s speaking events myself. “*





Cover Letter Format: The Body – Why ME?

- This section should answer the question “Why am I an excellent candidate for this position?”
- Highlight your skills and accomplishments and summarize your qualifications including relevant work experience and education
- *“With my 5+ years of experience coordinating successful events in the corporate space, I’m confident I’m a great fit for the role.”*





Cover Letter Format: The Body – Why ME?

- You can also mention your personal skills and abilities which relate to the specific position
- Remember the goal of a cover letter is to get the employer to view our resume





Cover Letter Format: The Body – Why ME?

Lead with an impressive accomplishment

Write a stand-out opening paragraph that leads with an impressive achievement and features quantifiable results.

Connect the dots between how you added real business value during your previous experience with how you can apply it to the new role.





Cover Letter Format: The Body – Why ME?

Lead with an impressive accomplishment

Example: *“Last month alone, I more than doubled Company X’s Instagram followers and ran two successful Facebook ad campaigns that generated \$25K+ in revenue. I’d love to bring my expertise organically expanding social reach and delivering ROI to the social media manager position at Company ABC.”*





Cover Letter Format: The Body – Why Them?

Highlight a mutual connection

It grabs the hiring manager's attention because they'll want to see why someone they **know** and **respect** recommended you for the role.

- Avoid using extreme words like “*greatest*” or “*best*”
- Show excitement and gratitude
- Keep it brief and let the recommendation speak for itself



Cover Letter Format: The Body – Why Them?

Highlight a mutual connection

Example:

“I was excited to learn of this job opportunity from my former colleague, Alex Johnson. He and I have worked closely together for many years, most recently on a complex data analysis project at XYZ Company. He thought that I would be a good match for this position on your team.”





Cover Letter Format: The Body – Why Them?

- Once you've discussed your personal qualifications, it is important to tell the company why you want to work for them
- Show that you've done a little bit of research about their mission statement. Discuss what it is about the company or the position that sparks your interest.
- Note, here is where you should not say that you are applying because it pays well.





Cover Letter Format: The Body – Why Them?

Bring up something newsworthy

- Kick off your cover letter with evidence that **you've done your research** – and a little bit of flattery.
- If the company you're applying for was recently in the news, mention it in the opening line and tie it into why you admire the company.
- To avoid sounding insincere with your compliments, bring up a specific event, fact, notable statistic or award the company recently won!





Cover Letter Format: The Body – Why Them?

Bring up something newsworthy

Example: *“When I saw that Company ABC was featured in Fortune Magazine last month for its commitment to renewable energy and reducing waste in the workplace—all while experiencing triple-digit revenue growth—I was inspired. With my track record of reducing costs by 30%+ and promoting greener workplaces, I’m excited about the possibility of taking on the account executive role to expand your company’s growth and work towards a more sustainable future.”*





Cover Letter Format: The Body – Why Them?

Tell a creative story

- Inject some humor, charisma and creativity – as long as it's appropriate for the specific job and company.
- Hiring managers don't want to read a novel, but they are looking for something that catches (and keeps!) their attention.
- Do some research on the company culture, examine the tone of the job posting and use your own judgment when going the creative route.





Cover Letter Format: The Body – Why Them?

Tell a creative story

Example: *“I looked up at the clock and gasped. It was exactly two hours before a critical meeting with one of our biggest clients – and my boss had just asked me to completely redo our entire sales pitch. Under this time crunch, I reworked our pitch from the ground up, collaborating with teams across several departments to deliver a completely new presentation on time. The best part? Our client loved the pitch, and we closed the sale within 30 minutes.”*





Cover Letter Format: Closing

Request for Action:

At this time in your cover letter, it is important to ask the employer for something.

What are your expectations when submitting your application?





Cover Letter Format: Closing

Request for Action:

- Ask them to contact you at their earliest convenience
- Thank them for their time and consideration
- Offer them your phone number that you can be reached at and the times you are available





Cover Letter Format: Closing

For example,

‘Feel free to call me to discuss this further any time after 4pm’.
You don’t want to be playing phone tag with a potential employer.

If you are giving an employer the option to contact you by e-mail,
make sure you are checking your e-mail on a regular basis





Cover Letter Format: Closing

Closing should line up with date (flush left or indented, your choice)

Use appropriate phrase, such as,
Sincerely,
Yours truly,
Followed by a COMMA

Second word is NOT capitalized



Cover Letter Format: Closing

Leave 3-4 returns (space for your signature), then type your name

Double-spaced under your typed name, write “Enc.” to indicate that there is an enclosure (resume, etc) with the letter.





Paragraph by Paragraph

OPENING PARAGRAPH

State the position to which you're applying, where you found it/heard about it, name drop if you have a direct connection, and close with a 'hook'.





Paragraph by Paragraph

Why Me?

ACADEMIC INTRODUCTION

(Used *if* you are applying for something related to your major)

State the college you are attending, your degree, relevant classes you've completed, and other relevant academic information.



Paragraph by Paragraph

Why Them?

Connect your skills, characteristics, experiences, and qualifications to the position and company as a whole.

Highlights what interests you in working with this particular organization.



Paragraph by Paragraph

CONCLUSION AND FORMAL CLOSING

Reaffirm your qualifications and interest in the position and company. Be sure to include your contact information. Could offer to follow up with the employer. End the letter formally.



Final Cover Letter Checklist

C Completeness

Have you given enough info?

A Accuracy

Check grammar, spelling, titles, etc.

N Neatness

Check formatting, font, etc.

D Directness

Is the message clear? Is the language simple?

O Organized

Does your letter flow?





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Thank you