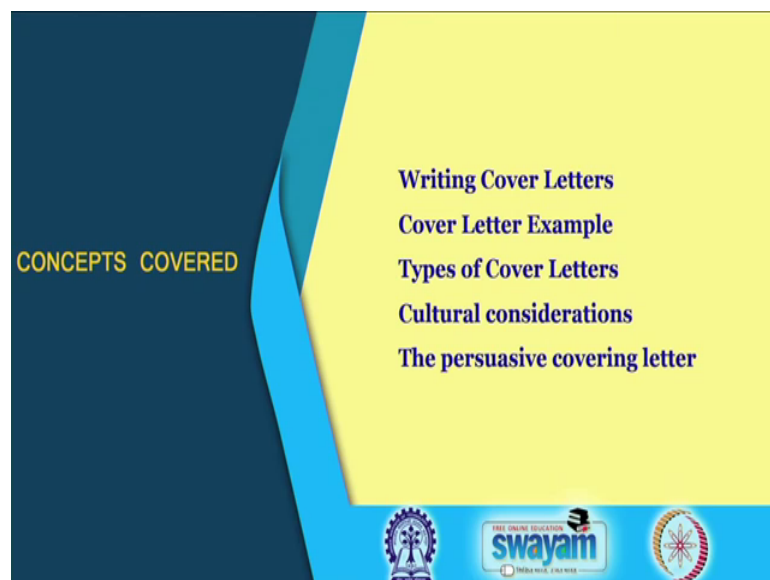


Employment Communication - A Lab Based Course
Prof. Seema Singh
Department of Humanities and Social Sciences
Indian Institute of Technology, Kharagpur

Lecture – 21
The Cover Letter

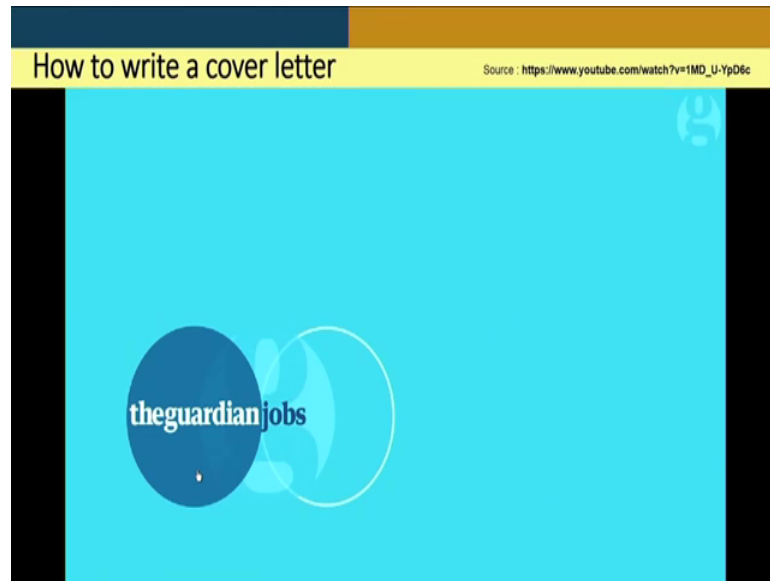
Hello friends, wish you a very good day. So, let us begin with the employment message that accompanies your CV or resume to your employer or the recruiter and that is called the cover letter. It is going to be a short lecture, lecture number-21, Cover Letter.

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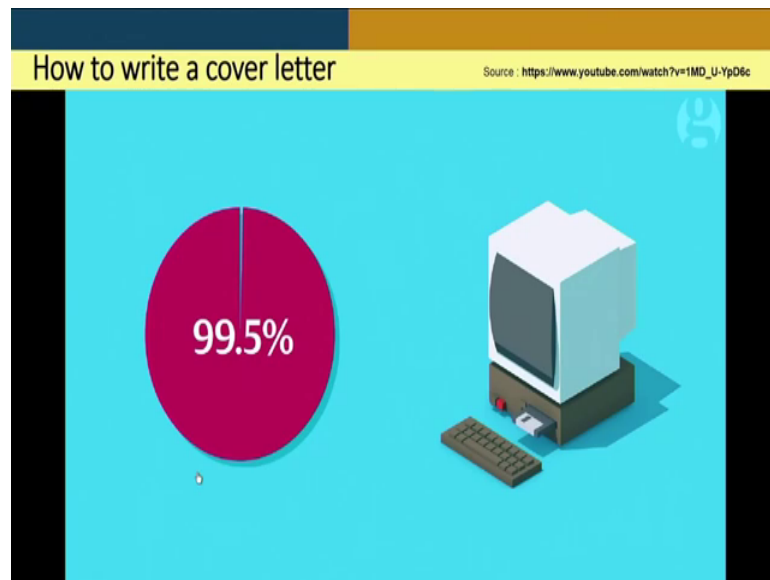
The concepts or the topics I will be covering in this presentation will be on writing cover letters. One example of cover letter will be covered apart from another example a PDF which has been displayed in another lecture number 20 on sample series and cover letter. Then I will cover the types of cover letters, and a few concerns cultural considerations a few cultural considerations to be adopted to be taken into importance while writing cover letters, and enclosure the while closing down the lecture I will cover the persuasive covering letter.

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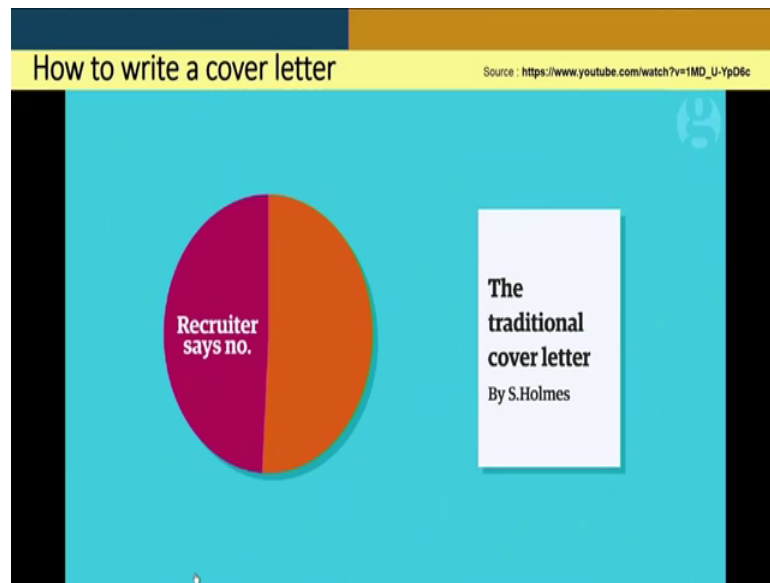
At the outset I would like you to look at this video on how to write a cover letter from the guardian United Kingdom.

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Did you know about 99.5 percent of recruiters on guardian jobs have some sort of digital application process.

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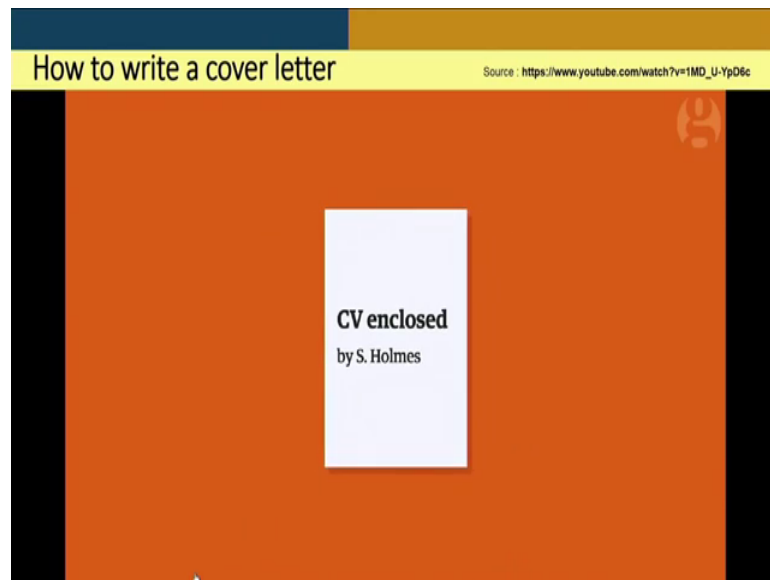
So, as a traditional cover letter that according to our sources now, almost half the recruiters we surveyed said that they would reject a candidate who did not send a cover letter when given the opportunity.

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With that in mind here is our guardian jobs guide to writing a cover letter.

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A cover letter is more than just a jacket of your CV. It is your first chance to talk personally to your potential employer.

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And explain why you are the perfect candidate for the job.

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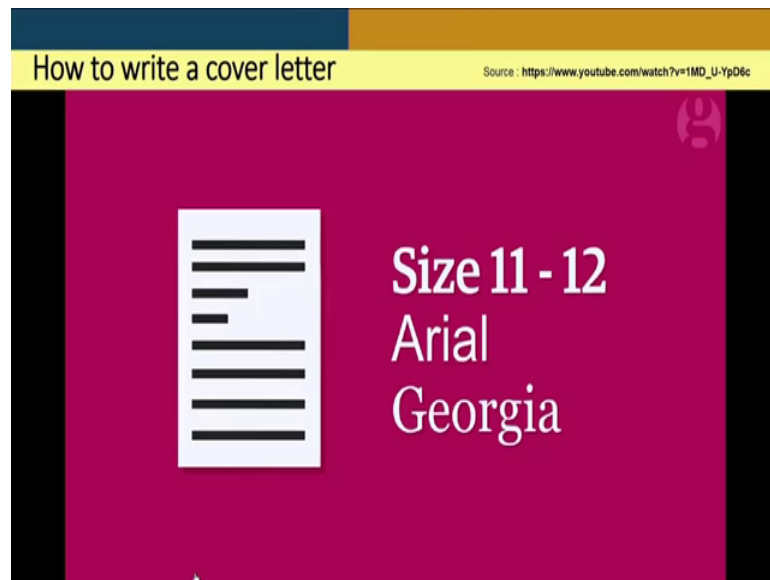
Tip 1 research. Before you begin writing, make sure you have done your home back on the company, what they do, the competitive, their place in the market and the key people that work there.

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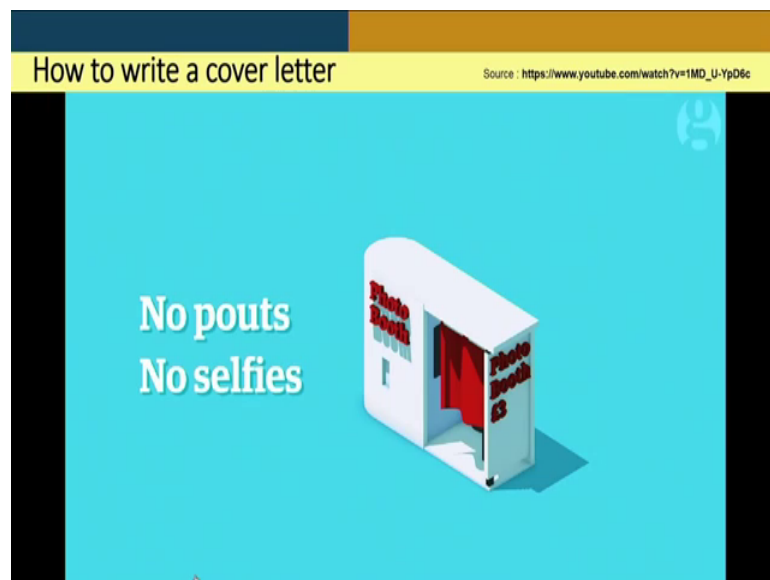
You do not need to mention your findings, but your research will shine through when you begin to write your cover letter.

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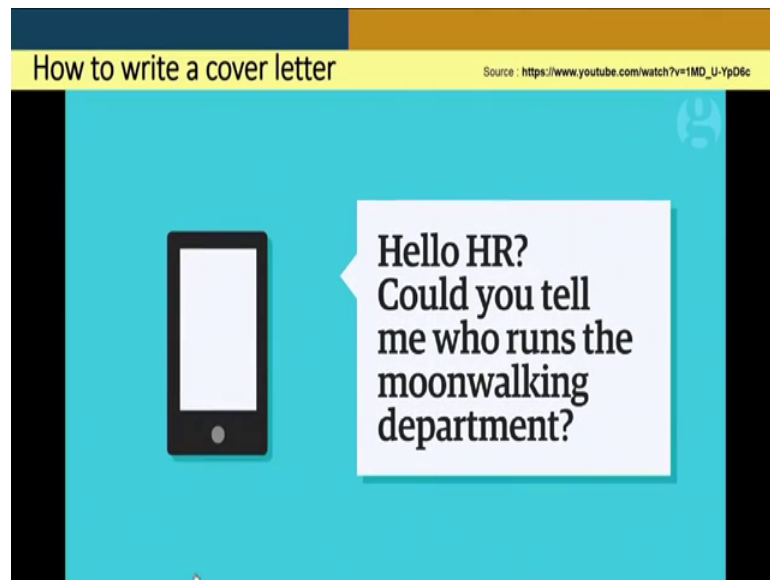
Tip 2, format. Your cover letter should be no longer than one side of A 4 and written in an appropriate font and size 11 or 12 in Arial or Georgia will work well if you are unsure.

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And you do not need to include a photo. Your cover letter does not need to show your pouts or best side.

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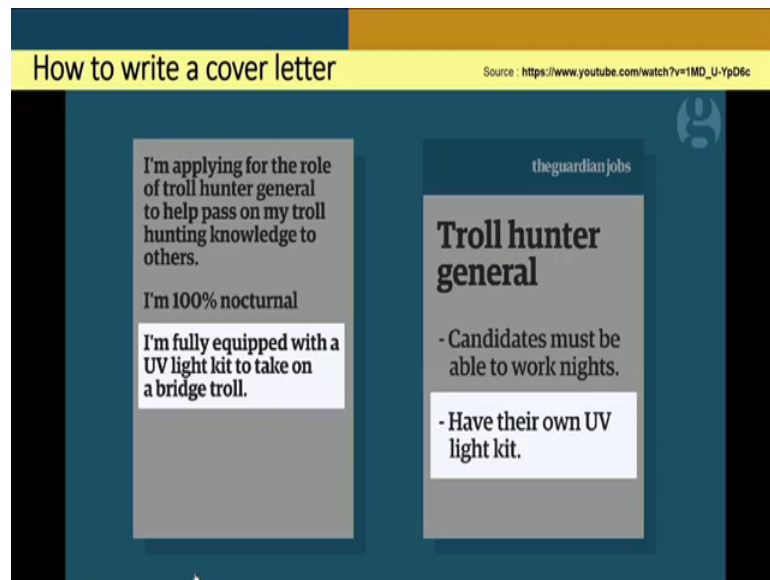
Tip 3 forms of address. It seems obvious, but make sure you know who you are addressing the letter to and their preferred title, are they mister, miss or Dr. for example. If you do not know look on the company's website or make a call and find out. Small displays of initiative like this can really impress the reader.

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Tip 4, tone of voice and content. Throughout your cover letter, make sure your tone of voice is professional while letting your personality shine through. Then think about what you are going to say and how you are going to say it.

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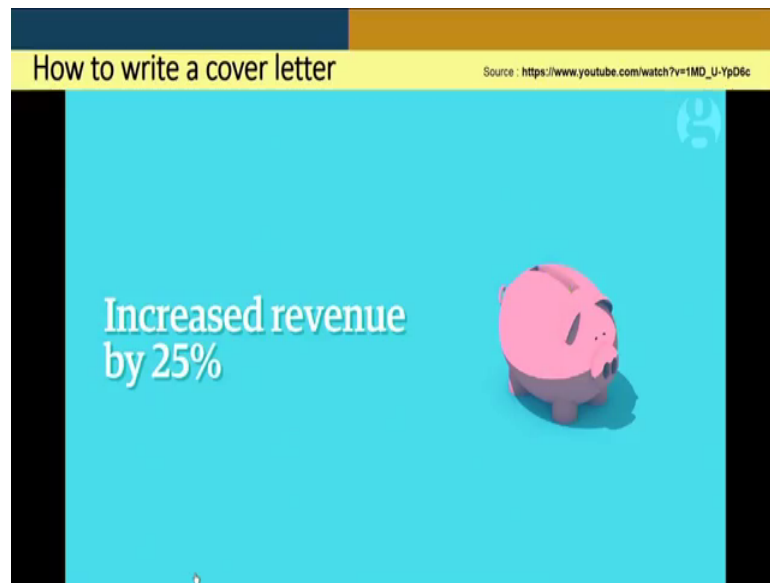
Clearly indicate why you are applying for the job in the first paragraph. HR departments recommend linking your experience to the job description if only to ensure your cover letter survives the initial sift.

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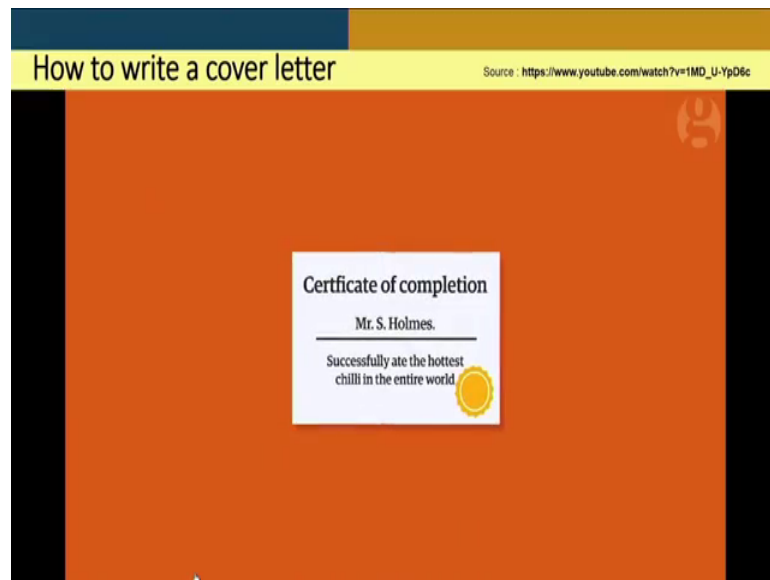
To give it a personal touch include your relevant professional achievements, and make sure you give some evidence to back up your claims.

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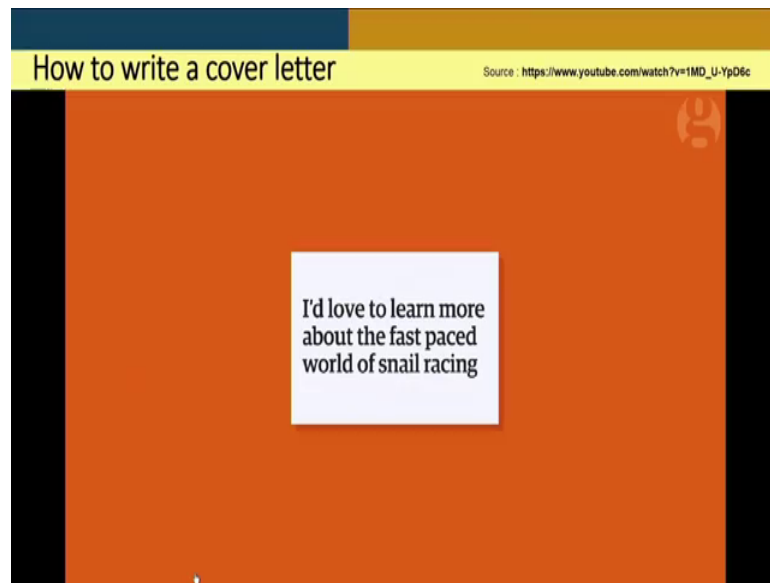
If you increase your company's revenue exactly how much by, if you furthered social media reach how many extra followers did you get and how.

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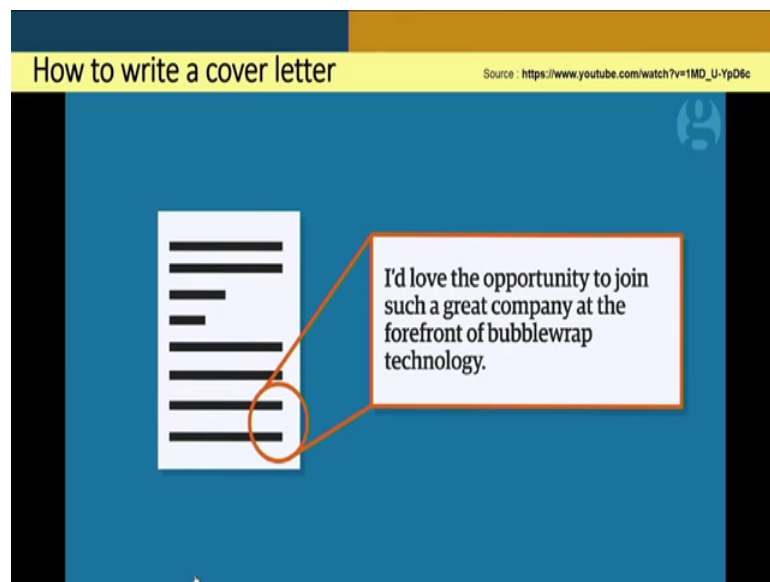
Remember to mention any relevant courses or qualifications you have.

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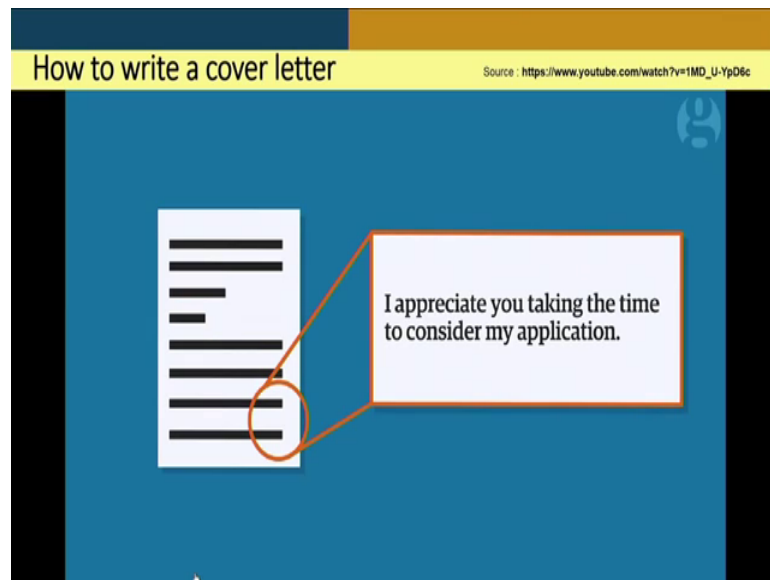
And if you do not have previous experience, display your enthusiasm for the role and for learning.

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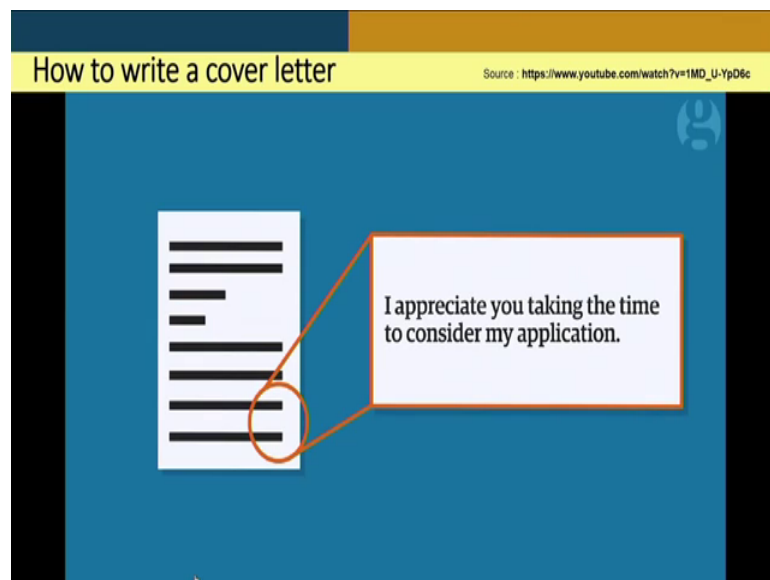
Tip 5, the sign off.

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It is universally considered a good idea to use the last paragraph of your letter to emphasize your enthusiasm for the role.

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Thank the employer for taking the time to consider your application.

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And sign off politely with your sincerely your name email address and telephone number.

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Tip 6, proofreading. 83 percent of recruiters say poor spelling and grammar are the worst mistakes a candidate could make. So, be sure to double check your letter.

(Refer Slide Time: 04:37)

How to write a cover letter Source : https://www.youtube.com/watch?v=1MD_U-YpD6c

Things to mention

- Interest in the role
- Past experience
- Education
- Ability to moonwalk
- Won pie eating contest
- Excellent singing voice

Finally make a list of all the things you wanted to say and check them off against what you have written.

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How to write a cover letter Source : https://www.youtube.com/watch?v=1MD_U-YpD6c

Dear Mr. Moriarty,

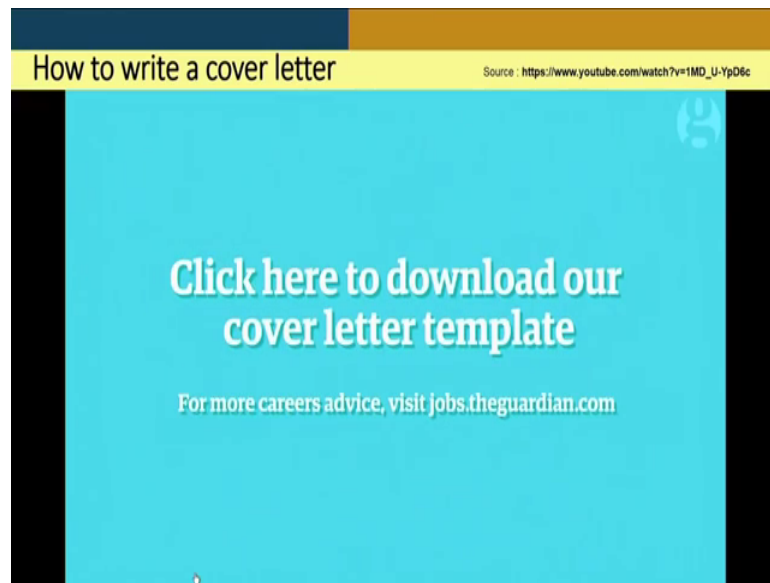
I am writing to apply for the position of sidekick within your company, as ~~advertised~~ on your website.

~~Woking~~ alongside your nemesis the fiend Mr. Holmes, I've picked up where a lot of your ~~pass~~ fail, this could certainly help you. I appreciate you ~~talking~~ the time to consider my application.

Yours sincerely,
J. Watson

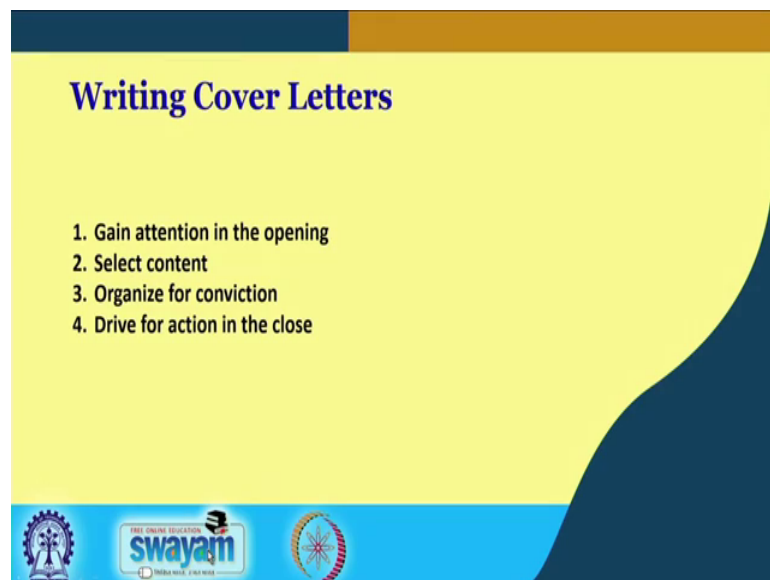
Then get a fresh set of eyes to spot mistakes before you press send.

(Refer Slide Time: 04:48)



Hopefully you are feeling ready to write your cover letter now. So, click here to download our guardian jobs cover letter template.

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So, having received the five tips on writing a cover letter from the guardian jobs now we can come to introduction. Writing cover letters is a very important art and technique the art and science of writing cover letter involves the following four steps. The first is the very first paragraph where you have to gain attention of the reader probably he or she might be your direct supervisor if you join that workplace. So, gain attention in the

opening. And number 2, carefully word your content what you write, it has to be very short, simple and well arranged.

Number 3 organized for conviction. You have to be as if you are batting at the same time you are a lawyer, you are a batsman or a bowler plus a lawyer. So, you have a certain quick goals to be achieved one page A4 size of write up and it is only after that that the employer will be looking at your detail CV, it may be 1 page, 2 page or it may be the electronic resume mail received through online submission on the company's website job advertisement or job vacancies link. It may be a paper resume a 1 page or 2 page with the employer will look only after he has been attracted by your well written cover letter

So, let us come to the conclusion in the last fourth or fifth paragraph whatever it may be, there should be 4 or 5 paragraphs in your cover letter not more not less. In the fourth or fifth paragraph, you will be playing in the cover drive I take that analogy. You will be driving for action in the close your intention of gaining attention in the opening, you hope you have worked towards it and you will succeed. So, drive for action in the close.

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Cover Letter Example – Opening (1 of 5)

[Sender's Address]
[Date]
[Receiver's Address]

Dear Mr. Guthrie:

Does your interest in employing an accountant, as indicated by your advertisement in today's issue of *The Post*, center on finding a person who has had some experience in petroleum accounting, is college trained in accounting, and has demonstrated the ability to work with others?

swamyam

So, here we have apart from the video which you saw here we have a cover letter example. And we are thinking that it would have four paragraphs, 1, 2, 3, 4. So, this is let us say the letterhead if you are later on in a position where you can have your own company letterhead or personal letterhead. Then you may use this or for beginners we use a blank sheet of A 4 size paper. And this is the date at the top we write the date,

unlike other letters where we write the date after writing the addresses section. After the date this is the receivers address, this is the receivers address, and this is the opening salutation.

In the opening salutation you may write something like this. It is framed in the form of a question this is a very unique sample of a cover letter and that I thought and that is the reason why I thought that I should present it before you. So, the candidate whoever it is we will come to know soon writes after saluting Dear Mr. Guthrie. Again note that there is a colon after the salutation unlike the way we have been used to or the way we might have been taught in school I am not downplaying your school, but the idea is that we have been brought up with a conviction or with an idea grammatically speaking of punctuation wise that after the salutation we put a comma here, but that is not the case.

The correct application or the function of a colon that is dot dot after the salutation is that the rest of it follows and so the rest of it follows therefore, it has to be a colon which succeeds the salutation. So, let us proceed the candidate writes Dear Mr. Guthrie and he begins with a question I said this was a little bit out of the way. And he says does your interest in employing an accountant as indicated by a advertisement today's issue of The Post, center on finding a person who has had some experience in petroleum accounting is called trained, is college trained in accounting, and has demonstrated the ability to work with others?

Now, you see the candidate is not as you know tongue in cheek pulling the leg of the prospective employer or Dear Mr. Guthrie. He or she is just stating in the form of a plain and simple question the qualifications which are prescribed or which are required for a candidate who is going to apply for the post of an accountant in the advertisement as published in today's issue of the post.

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Cover Letter Example - Body (2 of 5)

With a background of three years as a part-time employee of the State Comptroller of Public Accounting and the State Auditor's office, and with four years' specialized training in the College of Business Administration at State University, I am the person who meets your requirements. As an auditor in both the state departments mentioned above, I participated in audits of the books of several oil firms and gained some familiarity with petroleum accounting procedures which should increase my usefulness in future work of this type.

So, the next paragraph is the main paragraph where the candidate says is the main paragraph this one in orange where the candidate says with a background of three years as a part time employee of the State Comptroller of Public Accounts, and the State Auditor's Office, and with four years of specialized training in the College of Business Administration at State University, I am the person who meets your requirements.

And it is now you very well understand it is easy to understand how and why he used a question in the very opening sentence of the cover letter. So, he says he fulfills the requirements which were as per the advertisement in today's issue of the post. To continue further, the candidate writes as an auditor in both the state departments mentioned above I participated in audits of the books of several oil firms and gained some familiarity with petroleum accounting procedures which should increase my usefulness in the future work of this type.

Note again that the candidate is humble and is not blowing his trumpet he says I gained some familiarity he does not say that he is fully conversant and fully competent and has complete core control over petroleum accounting procedures, but he says that he has gained in his prior work experience some familiarity with petroleum accounting procedures. And therefore, he thinks that he is suitable to do this job, or it increases it is like a feather in his cap it increases his chances of doing such kind of work in the future.

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The slide features a yellow background with a dark blue header and footer. The title 'Cover Letter Example - Body contd. (3 of 5)' is in bold blue text. On the left, there is a placeholder for a resume with colored bars. The main text of the cover letter is in black, with the words 'petroleum, fiduciary, cost, and systems' enclosed in parentheses. A small inset image of a woman with glasses is in the bottom right corner. The footer contains logos for 'swayam' and 'THE ONLINE EDUCATION'.

In the next paragraph, we have paragraph number 3, the candidate writes in my intensive coursework at the University, I studied several phases of accounting including petroleum, fiduciary, cost, and systems as well as theory and auditing with the intention of obtaining a background a comprehensive and well-integrated background for competent work in the petroleum field. Note here once again that important details are highlighted by putting them in parentheses or bracket including petroleum, fiduciary, cost, and systems as well as theory and auditing

And he says please look at the attached resume to note the additional courses with which I rounded out my training. Additionally the candidate looks at himself his profile his work ex and is confident that the other courses he has completed in course would be almost are to the best possible level fulfilling his training requirements for the job advertise. Last sentence the sincerity of my study efforts is evidenced by the B.B.A degree with honors I was awarded this June. And then he comes to the latest academic achievement which is the B.B.A degree in honors which he received this June.

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Cover Letter Example - Body contd. (4 of 5)

With a view to the value of human relations in business, I actively participated in organizations such as Sigma Nu (social fraternity), intramural volleyball, Men's Chorus, and Delta Sigma Pi (professional fraternity). Through these associations I learned a lot about people and how to work with them. I am confident that I could work effectively with your accounting department staff.

The slide features a yellow background with a dark blue header and footer. On the left, there is a placeholder for a logo or image. On the right, a small video inset shows a woman speaking. The footer contains logos for 'swayam' and other educational institutions.

Let us move to the next paragraph. And this is this paragraph in orange the candidate writes. With a view to the value of human relations in business, I actively participated in organizations such as Sigma Nu - social fraternity, intramural volleyball, Men's Chorus, and Delta Sigma Pi professional fraternity. So, as we have said in our lecture and classes on CV writing, the point is that nobody is only looking at your hard skills your B.Tech or your B.sc or B.com or B.B.A, M.Tech., Ph.D., so on and so forth. And your gold medals, and your high CGPA the employer is also interested in your extracurricular and non-academic activities and those are listed here.

Through these associations to move further the candidate rights through these associations I learned a lot about people and how to work with them. This is called people skills. As you know the CV is your marketing document. And the marketing process has begun in the cover letter itself. The candidate says that he is a people skilled oriented person. And lastly he says I am confident that i could work effectively with your accounting department staff. This is like sending a positive vibe or a positive message where the candidate says that he is very sure he is quite sure rather that he could gel in he will fit in with the accounting department staff at the post advertised for which he is writing this cover letter.

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Cover Letter Example – Closing (5 of 5)

As my interests lie in useful and satisfying work in the field of petroleum accounting, may I meet you personally and talk with you? I can make myself available at any date convenient for you.

Sincerely,
[Your typed name]
enclosure

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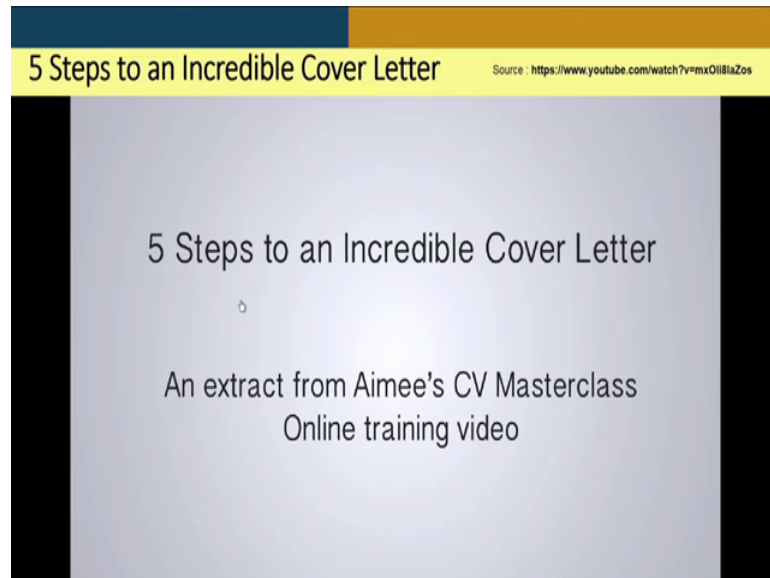
Let us move further. And this is the concluding paragraph which is this one in orange. And he says as my interest lie in useful and satisfying work in the field of petroleum accounting may I meet you personally and talk with you. So, this is a very humble, simple and gentle way of seeking an appointment of course official even before the proper recruitment process has begun, because this kind of face-to-face meeting if you personally go to a workplace after you have got a yes to this question in writing or formally. It creates rapo, it creates a platform from where you can take off because most times candidates do not write this kind of humble bold yet strong request it is yet a strong request.

And he says I can make myself available at any date convenient for you, knowing that he is writing to somebody who is busy who has important company roles and responsibilities at his hands, the candidate says that he is available at any date which is convenient for the reader. And sincerely not once again as we had shown in this sample letter, the sample letter the PDF copy of Herman D Brown in lecture 20 that there is no need to write yours sincerely and yours faithfully simply write sincerely. You do not belong to the other that you should try to your sincerely.

You can write your son or you can write simply son you do not even write that you write your name if you are the son to your father. Similarly, here in the same logic you write sincerely and you can put your signature above your typed name. Your typed name

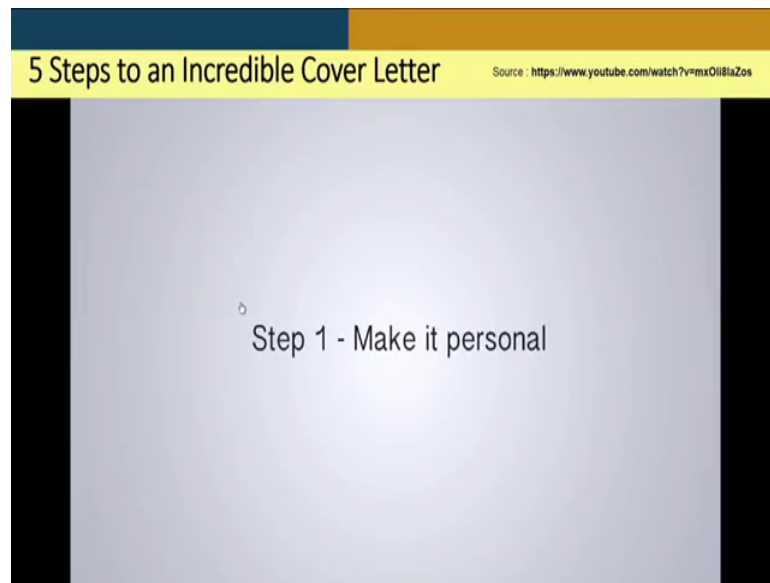
should do within bracket. And there is the spacer where you can put your signature, and the enclosure which means your CV should be attached.

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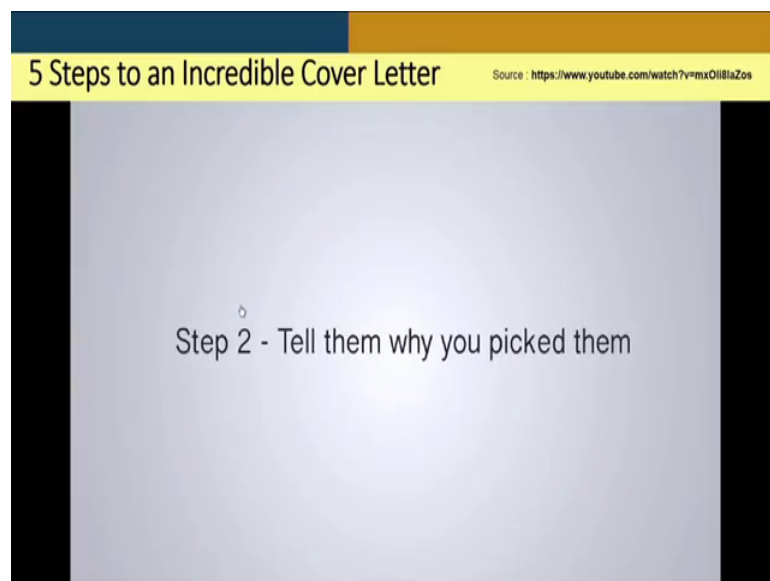
So, before we move further here is a short video on five steps to an incredible cover letter. So, your cover letter I want you to put just as much focus and energy into your cover letter as you do your CV. Even if they do not read a cover letter initially when it comes further down the sifting process maybe they have got two interview slots left, and five candidates that they have shortlisted at that stage, they will absolutely go to the cover letter and use that to help make their decision. So, make it counts.

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So, the first step is making it personal ok. I do not want you to send a cover letter out that says dear sir, dear madam to who it may concern, dear hiring manager, you needs to find out the person's name ok. We have social media, we have LinkedIn, we have Google though the company probably has a websites with news page, with an about us section, find out. Even if you have to pick up the phone speak to the receptionist, she might not give you the name however, just be aware some companies have no name policies, but just do your absolute best to find out the name of the hiring manager.

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So, step two is firstly tell them what job you are applying for because lots of companies will be recruiting more than one vacancy and I noticed that people do this all the time when they send me applications. So, just make it really, really clear what position you are applying for. But tell them why you pick them ok. Do not start talking about how fabulous you are and how relevant you are ok; this is where a lot of job seekers go wrong. In my opinion if you want an employer to feel interested in you, really give your time of day, you need to make them feel like you are genuinely interested in them.

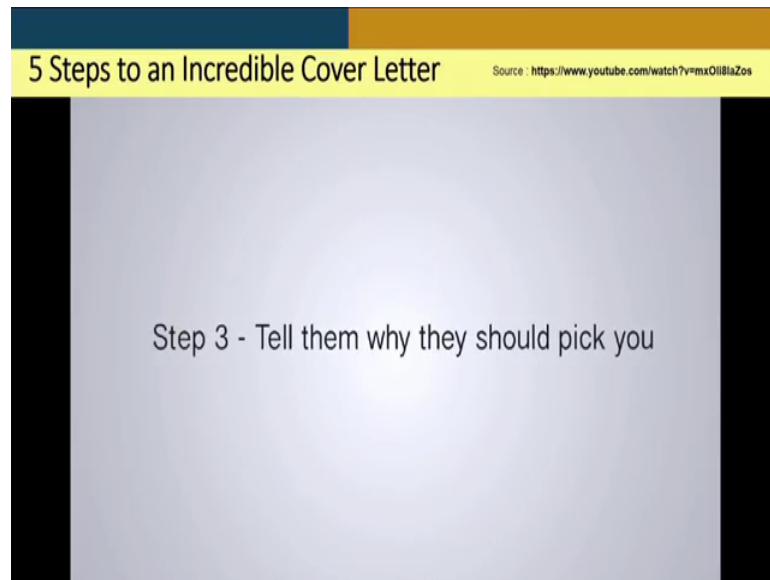
You know like when you just meet a mutual friend in a bar or something get introduced to somebody and that person just talks to you about themselves constantly, how would you feel, you probably just want to get away from them as quickly as possible. You probably feel quite negative towards them might make an excuse and nip to the toilet, go and get a drink, or something, oh, my phone is ringing. You know in that social circumstances that is how we feel as human beings that is often that our first way to feel about somebody like that. Now, your CV is exactly the same ok. You are building rapport, you are building a relationship with somebody over a piece of paper, and often the same behaviors and the same feelings and can be associated with that as well.

So, tell them, firstly, (Refer Time: 20:40), do not make an employer feel like you have just sent out an application to a 100 people hoping something sticks. Even if you are doing that and I have got lots of friends and family there are out of work at the moment I know it is tough out there, but still go to the effort of making that person feel like they are the only person at the moment that you want to work for, even that is not the case they probably know that is not the case, but yeah make them feel special.

And do not do it by telling them that they seem like a professional company or they seem like an exciting company, do not be using both words like that, everybody can see through that. Give them a real reason go on their website, read their news pages, did they do, did they do the race for life every year, do they do they get involved with teenage cancer trust, it is out there national charities, do you have a relationship with that charity pick something what would the three directors, what was their background, did they all start as graduates and build, build the business from nothing. Tell them about something and a real emotional attachment you have with them ok.

Do not just say you have been going since 1985 and you seem like a really reputable secure business anything like that I mean everyone can read a website. Pick something real and really genuine if you want to make an impact ok, really make them feel special.

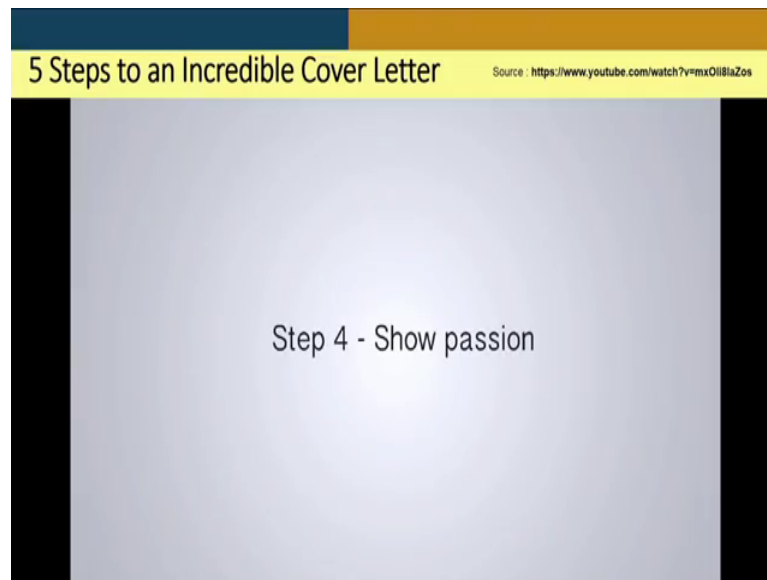
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So now, you have told them why you have picked them, and you flattered them, you have got them interested in, you have got them on your side, now you need to tell them why they should pick you ok. And this is really, really important. Go back to work, but go back to your personal brand, look at the attributes that you said you wanted to promote about yourself the things that you wanted employers to perceive you as, and tell them about this.

Do you that while you are looking at the job description, pick the top three two or three things of that job description and tell them how you can add value to the business. Do not tell them you will add value to the business, tell them how, give them examples. And if you want to just throw in a little sneaky line from another great reference you have got to back all of that up feel free.

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At this stage, you need to show them how much you want it ok. We all want to work with people that we feel wants to be there ok. Now, even if you are using your language just change your language a little bit might even be something as simple as I would like the opportunity to discuss this application use the word love instead of like I would love the opportunity, love is often and much was a much more emotive words and will often open a lot more doors certain if you are in sales and you are trying to get a meeting with somebody.

Love is a much more powerful word than like, but however, you have to find language that you feel really comfortable with maybe you will say something like given the opportunity I would live and breathe this role, really make that person feel that goodness this person really wants it. The amount of times I have heard back from people that have said you know I have said you were not successful unfortunately my client did not pick you and they might say oh I am really disappointed. And I sometimes think really because your cover letter did not suggest to me that you would be disappointed it did not even feel like you were really that bothered. So, if you really want it, tell them how much you really want it.

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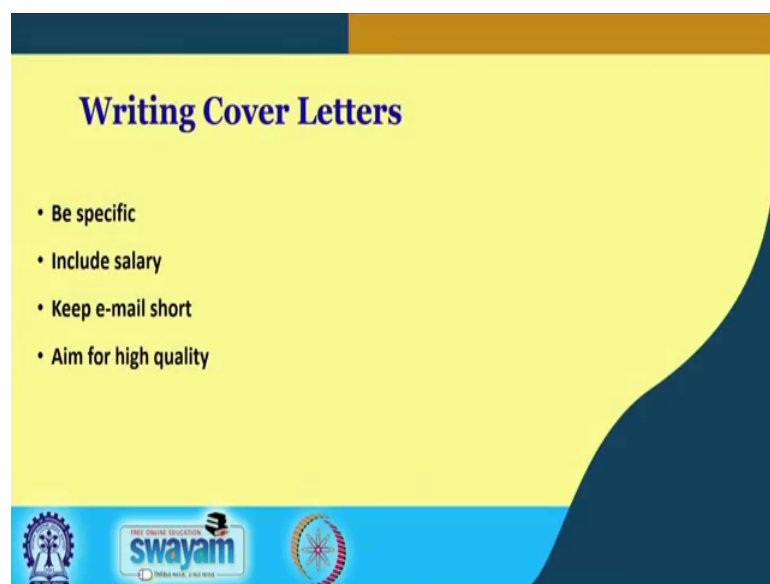
And just to finish your CV, this is a little story that entire year was a couple of years, probably about 5 years ago, a gentleman applied to a job and I was advertising. At the end of his cover letter that it was a pretty good cover letter, but the end of his cover letter he said I would just like to wish you all the best of this piece of recruitments something like that. I think it might even have said so it was a years ago I cannot remember the exact words, but maybe it said something like I know recruiting is quite a stressful time, and I really hope it is going as well as you would hoped so like that.

I was like, wow, that is amazing, he does not even know me, and he is thinking about me, he is applying for the job, yeah, he is thinking about me and my feelings. And it blew my mind really and I just thought well we all want to hire people that make our lives easier that is our pleasure to be around and people I can said above. And now one line told me more about him and his character, and what he would be like if he was part of my team than almost anything else in his application. So, really think about that. So, follow those five steps, make them know how much you want it, make them feel special, and make sure that you remember to cut and paste it into the body of the email. So, they are almost forced to read it rather than just an attachments.

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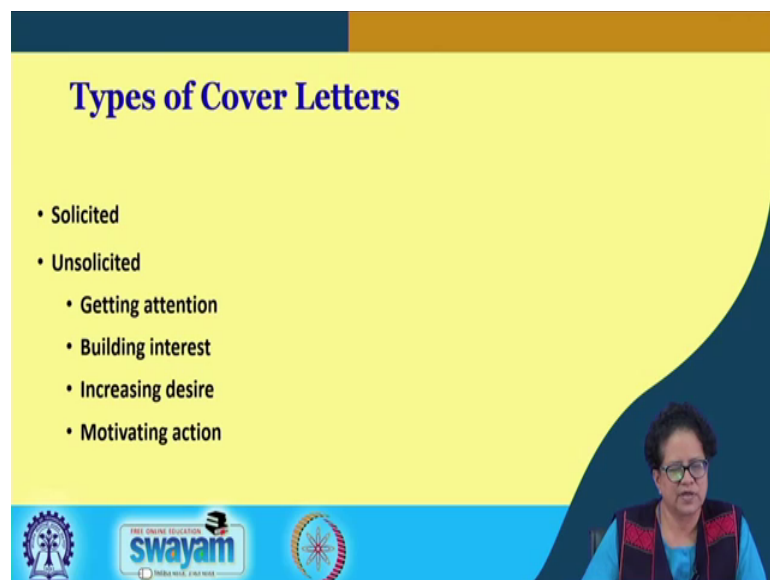
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I would like to say here that while the previous slides of my presentation before the short YouTube video, you saw just now was on the content part of the cover letter. This video I especially liked because she stresses on the quality of the cover letter and I thought in a sense that supplemented the few slides which I presented before this particular YouTube video. Also you will note since we have done a class on nonverbal communication and we have also done a class on body language. The kind of presentation this lady made in this short YouTube video was full of body language gestures, positive gestures, full of activity and it was totally enthusiastic, she was totally lost in a presentation.

So, let us come to writing cover letters, the points to be kept in mind is that you have to be specific of what you are driving at. Number 2 you may include if you wish what salary you are expecting this is of course after 5, 10, 15 years of experience. In case you are writing an e-mail make it short, sometimes email makes us ramble on and on and on, because if we have a print or an A 4 size paper, then we think of an A4 size or one page cover letter, but if you have any mail sometimes it does not give us an idea of how much to write. So, the idea the proposal letter keep e-mail short and aim for high quality in your cover letter itself that sets the tone for you to get a good job at the end of the employment process.

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The slide is titled "Types of Cover Letters" in a blue serif font. It lists two main categories: "Solicited" and "Unsolicited". Under "Unsolicited", there is a bulleted list of five goals: "Getting attention", "Building interest", "Increasing desire", and "Motivating action". The slide has a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for "swayam" (Free Online Education) and a circular logo with a gear and a person. A small video inset of a woman with glasses is visible in the bottom right corner of the slide.

Types of cover letters are two; one is solicited, and one is unsolicited solicited. Cover letter solicited cover letters are those which are written in response to an add. The add may be a paper add or web add or an add on the company's website itself. The unsolicited on the other hand are those which have not been asked for, are those cover letters you write with your CV which are called first applications. You are not sure whether a vacancy exists in which you could fit in into the organization, but because either you are jobless or you are looking for a change maybe to the extent that you may be desperate for a change, therefore you write unsolicited cover letters accompanying your CV.

So, in this case, it is very important, it is more the important it is in fact more than important in the other case that is the issue or the case of the solicited cover letter that you have to get the attention of the reader why all of a sudden. You do not know anybody there and you get the address and you write a cover letter with a accompanying CV asking or requesting for an appointment interview, because your aim is to get a job in that organization.

Therefore all the more that you have to build interest in the other why he or she should be reading your CV which is attached or enclosed, you have to increase the desire of that person. And to such an extent that the person is motivated to act, the person should respond lets meet or please come over or let us interact, let us be in touch, maybe not now, maybe later whatever, but there should be some action, some response in response to your unsolicited job application.

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Cultural Considerations

- The right style and approach
- Proper tone and format

swayam
INDIA'S SKILL DEVELOPMENT

Now, there are two cultural considerations to be kept in mind in view of the diverse workplace we have in today's scenario. The first is that you must adopt the right style and approach. You might have heard of United Nation Volunteers – UNV, and United Nation Volunteers is a very plum job. It is a good posting, maybe the location is in very off, off the way jungle or terrorist ridden countries or areas maybe like Nigeria or Libya or some other African, small places or islands, but the salary is high, and the challenge of

the workplace is immense. I think true job satisfaction would lie if you get a job like that in the United Nations or UNV, United Nations Volunteers.

So, you are applying to a organization or you are applying to a company let us say which is belonging to a different culture. So, think about it carefully, be tentative, we had classes on intercultural communication, and approach your future employer in that manner. So, the proper tone and format has to be maintained in writing the cover letter for those employers who are from different cultural background than yours.

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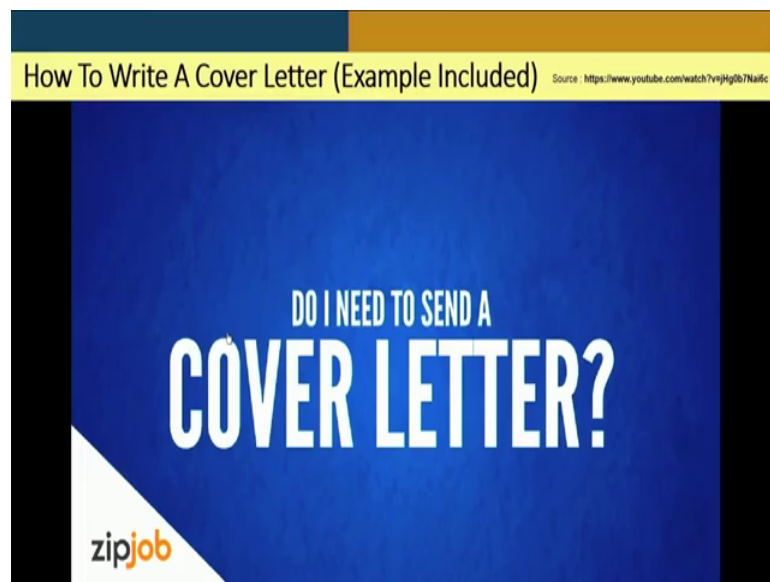
I have this last video on, how to write a cover letter. An example is included this is quite complete, and here will end my topic this topic on the cover letter. Please watch. Very good cover letter is a crucial step in the job search process. Yet many people do not write one or put in the time to write an effective one.

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So, how do you write the perfect cover letter, this short video will give you the necessary steps to create an effective cover letter that lands you interviews.

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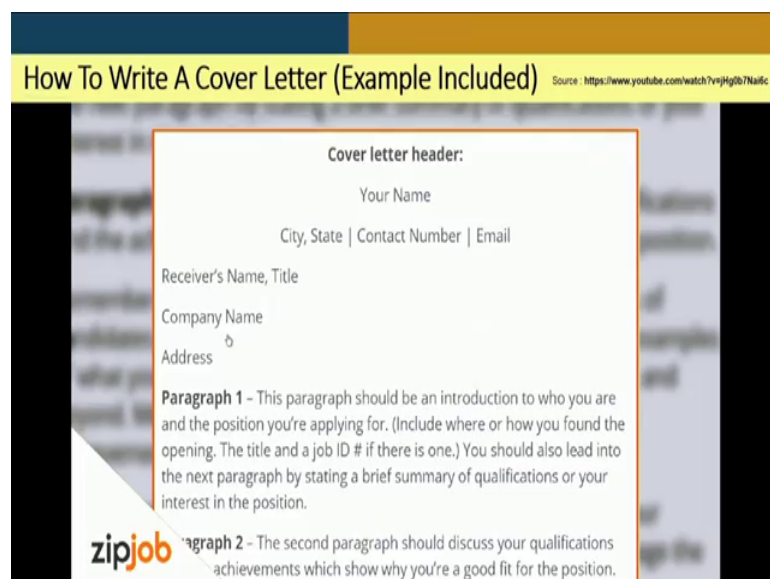
We often hear people ask do I need to send a cover letter? The answer is yes, you should always send a cover letter unless the job posting says otherwise.

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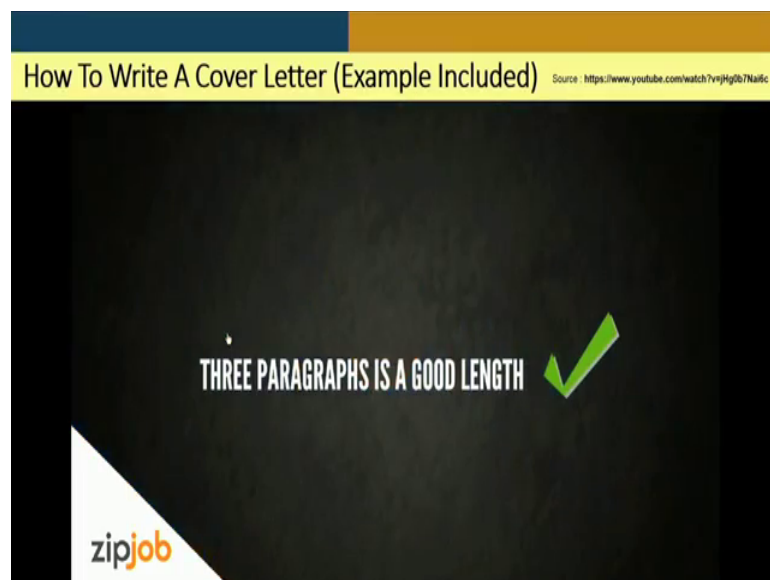
The point of the cover letter is to give a bit of an introduction as to who you are, your interest in the position, and why you would think you would make a good fit. It also adds a human touch to the plain old boring resuming ok. So, let us get started. First thing we are going to cover is the format, and then we will cover things you absolutely need to mention if you want your cover letter to stand out from the hundreds of other job seekers ok.

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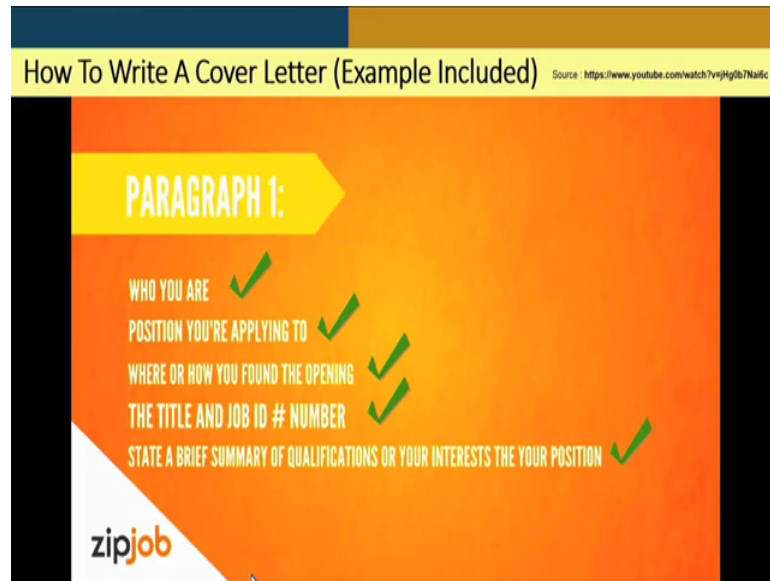
Let us take a look at how a cover letter should be formatted. As you see in our template the header should have your name, contact number and email. You can keep it similar to the header on your resume, but omit your mailing address. You should then include the receiver's name, title company name and address. If you cannot find the name of the hiring manager, do not include it. You can start the letter as dear hiring manager, but always try to make an effort to find out the hiring manager in charge. If you try to keep your cover letter between half a page to two-thirds of the page long, remember that most employers spend less than a minute going through your resume and cover letter, no one wants to read an in depth page long cover letter.

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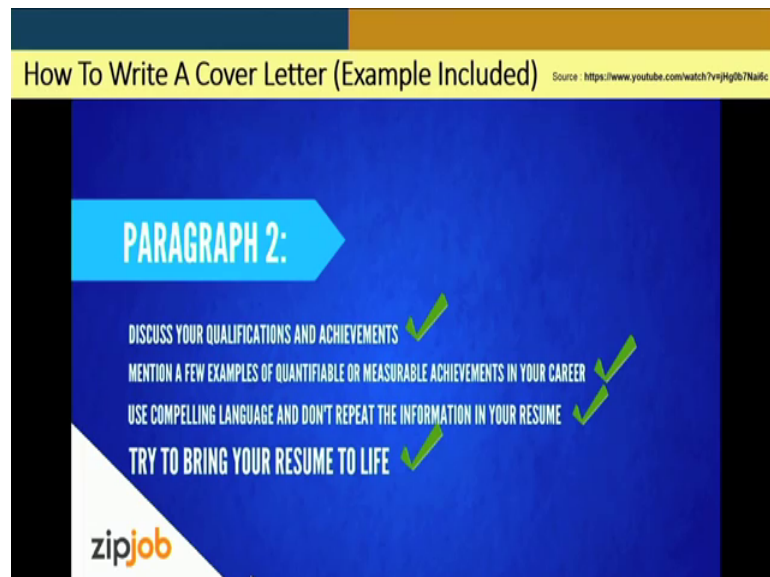
Three paragraphs is a good length. And we will go through what each paragraph should contain; we will then show you an example of an excellent cover letter.

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Paragraph one should be an introduction to who you are, and the position you are applying for include where or how you found the opening, the title, a job ID if there is one; should also lead into the next paragraph by stating a brief summary of your qualifications or your interest in the position.

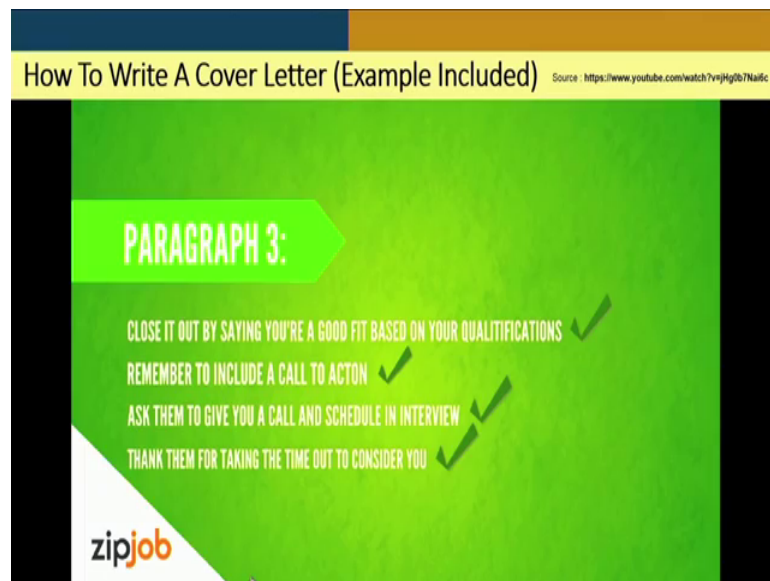
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The second paragraph should discuss your qualifications and achievements which show why you are a good fit for the position. Remember that you want to stand out from the hundreds of other candidates they are applying for the job. So, do not just give a few

examples of what you did in your last position, show how you went above and beyond, mention a few examples of quantifiable or measurable achievements in your career. Use compelling language and do not repeat the information your resume. Try to bring your experience to life, and this will encourage the reader to look into your resume in more detail.

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And the third and last paragraph close out by saying that you feel you are a good fit based upon your qualifications. Remember you should include a call of action which in this case would be inviting you to an interview. And the last thing you should do is thank them for taking the time out to consider you. Let us put this template into action.

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The screenshot shows a video slide with a yellow header containing the title "How To Write A Cover Letter (Example Included)" and a source URL. The main content is a cover letter template with the following text:

John Smith
Newark, New Jersey | 862-888-2222 | J.Smith@gmail.com

Susan Johnson
Recruiting Manager
XYZ Accounting
10 Oak Drive
Newark NJ

Hi Susan,

I'm writing to you to express my interest in the Accounting position you have open on your company website with the job ID# 11220. I am a Certified Public Accountant (CPA) and am confident that my experience and skill set would be a great match for this position.

I have a strong knowledge of accounting principles backed by experience I gained in the last 12 years. In my previous position, I managed the

The slide also features a "zipjob" logo in the bottom left corner.

Here is an example of a great cover letter. Hi Susan, I am writing to express my interest in the accounting position you have opened on your company website with the job ID 11220. I am a Certified Public Accountant, and am confident that my experience and skill set would be a great match for this position.

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The screenshot shows a video slide with a yellow header containing the title "How To Write A Cover Letter (Example Included)" and a source URL. The main content is a cover letter template with the following text:

Hi Susan,

I'm writing to you to express my interest in the Accounting position you have open on your company website with the job ID# 11220. I am a Certified Public Accountant (CPA) and am confident that my experience and skill set would be a great match for this position.

I have a strong knowledge of accounting principles backed by experience I have gained in the last 12 years. In my previous position, I managed the accounting of a financial consulting firm with over \$30 million in revenue. I not only met expectations but exceeded them by increasing cash flow by \$4 million. I helped achieve this by changing our accounts receivable policy and negotiating better contracts. There is more depth on my experience and skills in my resume which I would appreciate you looking over.

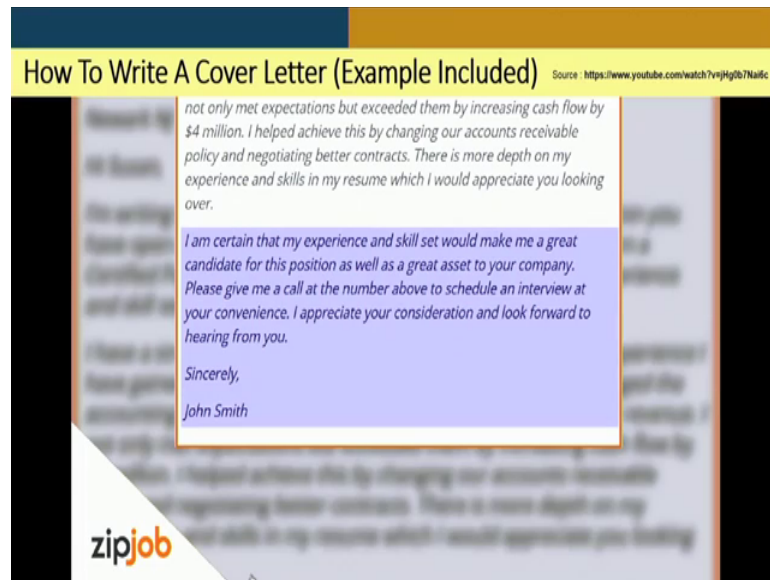
I am certain that my experience and skill set would make me a great candidate for this position as well as a great asset to your company. Please give me a call at the number above to schedule an interview at your convenience. I appreciate your consideration and look forward to

The slide also features a "zipjob" logo in the bottom left corner.

I have a strong knowledge of accounting principles backed by experience I have gained in the last 12 years. My previous position, I managed the accounting of a financial consulting firm with over 30 million dollars in revenue. Not only met expectations, but

exceeded them by increasing cash flow by 4 million dollars. I helped achieve this by changing our account receivable policy and negotiating better contracts. There is more in depth on my experience and skills in my resume which I would appreciate you looking over.

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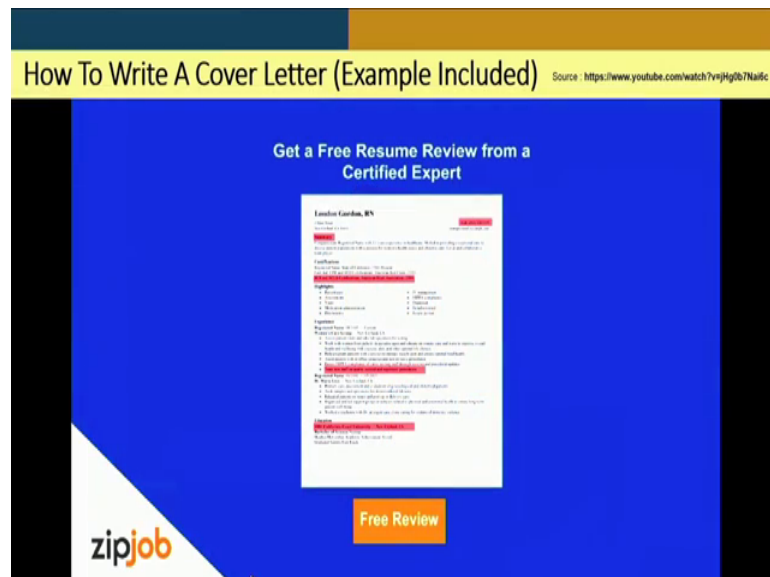
I am certain that my experience and skill set would make me a great candidate for this position as well as a great asset to your company. Please give me a call at the number above to schedule an interview at your convenience. I appreciate your consideration and look forward to hearing from you soon. Sincerely, John Smith.

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So, there you have it. Remember these three points in your resume, who you are, your qualifications, and how they can benefit the employer and a call to action asking to schedule an interview. Thanks for watching. And to read more tips please visit the link in the description at zip job, we write resumes that land you more interviews guaranteed.

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And you can even get a free resume review by clicking the button or visiting zip job.com.

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References

1. The Skills of Communicating – Bill Scott, Jaico Books: 2004
2. Skills Development for Business & Management Students – Kevin Gallagher, 2001: OUP
3. Strategies for Engineering Communication – Whitmore & Whitmore, John Wiley: 2003
4. Basic Business Communication: Skills for empowering the Internet Generation - Lesiker & Flatley, TMH: 2002
5. Business Communication Today – Bovee, Thill & Schatzman: Pearson Education, 2003
6. www.youtube.com

swamyam
FREE ONLINE EDUCATION
THE ONLINE EDUCATION

So, I hope that it was a good experience. And these are the few references I have used in preparation of this topic the cover letter. I am sure it is complete in itself.

Thank you and God bless you always.