



The Magic of the Cover Letter

HECPS

What is a cover letter?

- A cover letter is a formal introduction to hiring managers and potential employers
- Your cover letter complements your resume by providing context and showcasing your motivation and suitability for the role
- **Your cover letter should accomplish the following:**
 - Introduce yourself to the hiring managers.
 - Provide details about your qualifications.
 - Tell employers why you want to work for them.
 - Illustrate why you're the best match for the job.
 - Explain circumstances like job hopping or gaps in employment.

The cover letter format is the same as a business letter, so it should include...

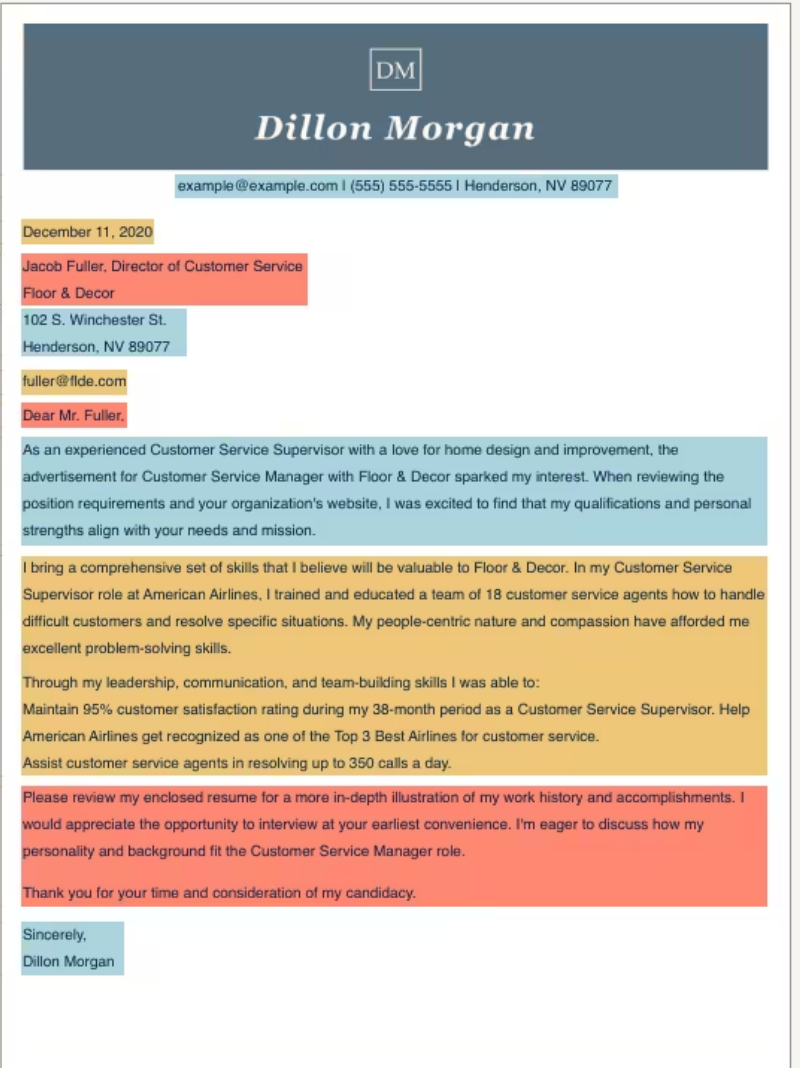
- **Your contact information:** Your full name, address, phone number, and email address. Include the date you're writing the letter.
- **Potential employer's contact information:** If you have it, include the recipient's full name, title, and company name.
- **Salutation:** Address the letter to a specific person or department if possible (e.g., "Dear Mr. Smith," "Dear Hiring Manager," "Dear XYZ Company Team").
- **Introduction:** State the position you are applying for and where you found the job listing. Express your enthusiasm for the role and briefly introduce yourself.
- **Body paragraphs:** Highlight two to three key qualifications that align with the job description, provide specific examples of your impact in past roles, and summarize your interest in the role and company.
- **Sign-off:** Close your cover letter with a professional and polite closing, such as "Best regards" or "Sincerely," followed by your full name.

Example #1

What to include in a cover letter

A professional cover letter must contain:

- 1 Your contact information
- 2 The current date
- 3 The hiring manager's name and title
- 4 The company's address
- 5 The hiring manager's email address
- 6 A salutation (greeting)
- 7 An opening paragraph
- 8 Body paragraphs
- 9 A closing paragraph
- 10 A sign-off



The image shows a cover letter template with various sections highlighted in different colors and connected to a list of requirements on the left. The letter is for Dillon Morgan, a Customer Service Supervisor, applying for a Customer Service Manager position at Floor & Decor. The letter includes contact information, a date, a salutation, an opening paragraph, two body paragraphs, a closing paragraph, and a sign-off.

DM
Dillon Morgan
example@example.com | (555) 555-5555 | Henderson, NV 89077

December 11, 2020

Jacob Fuller, Director of Customer Service
Floor & Decor

102 S. Winchester St.
Henderson, NV 89077

fuller@fde.com

Dear Mr. Fuller,

As an experienced Customer Service Supervisor with a love for home design and improvement, the advertisement for Customer Service Manager with Floor & Decor sparked my interest. When reviewing the position requirements and your organization's website, I was excited to find that my qualifications and personal strengths align with your needs and mission.

I bring a comprehensive set of skills that I believe will be valuable to Floor & Decor. In my Customer Service Supervisor role at American Airlines, I trained and educated a team of 18 customer service agents how to handle difficult customers and resolve specific situations. My people-centric nature and compassion have afforded me excellent problem-solving skills.

Through my leadership, communication, and team-building skills I was able to:
Maintain 95% customer satisfaction rating during my 38-month period as a Customer Service Supervisor. Help American Airlines get recognized as one of the Top 3 Best Airlines for customer service.
Assist customer service agents in resolving up to 350 calls a day.

Please review my enclosed resume for a more in-depth illustration of my work history and accomplishments. I would appreciate the opportunity to interview at your earliest convenience. I'm eager to discuss how my personality and background fit the Customer Service Manager role.

Thank you for your time and consideration of my candidacy.

Sincerely,
Dillon Morgan

Example #2

Name
City, ZIP code
Email
Phone number
Today's date
Hiring manager's
contact information

RAFAEL SOUSA

Coquille, OR 97423 | (555) 555-5555 | example@example.com

February 17, 2020

Sean Finley, Technical Support Manager
HubSpot
829 Amherst St.
Coquille, OR 97423

Dear Mr. Finley,

I came across the job posting for a Technical Support Representative and when reviewing the requirements, I was excited to see how my skills aligned with what you are looking for. I believe my qualifications would be an ideal match for the Technical Support Representative role HubSpot.

I am a hardworking and technically savvy professional with the ability to solve any problem that comes my way. In my Help Desk Support role at Snow Software, I contributed to a 50% increase in customer satisfaction by communicating effectively with customers and resolving technical issues in a timely manner. I am able to get through 20 tickets per day with ease while providing excellent customer service.

Because my professional goals align with HubSpot's mission and values, this opportunity is especially exciting. I believe my critical thinking, problem-solving and customer service abilities will support and drive your continued organizational success.

To demonstrate the scope of my career history and professional competencies, please take a moment to review my attached resume. I appreciate your evaluation of my credentials and subsequent response.

Sincerely,
Rafael Sousa

Salutation: Greet the hiring manager by name whenever possible.

Opening paragraph: Grab their attention with a strong introduction.

Closing paragraph: Reiterate your interest and invite them to contact you.

Signoff: Use a professional signoff, like "Sincerely."

Body paragraphs: Tell the hiring manager exactly what you can do for them.

What if you don't have a lot of experience yet?



Writing a cover letter without work experience can feel daunting.



However, it's as easy as focusing on your skills, education, and broadening your idea of experience to include extracurricular activities, and volunteer work.



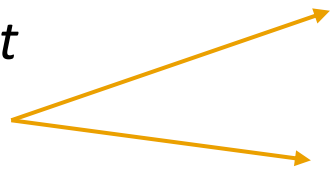
Your cover letter should be no more than one page long. Use clear, concise language and avoid repeating information that is already in your resume.

Your Assignment

- We are going to start building a cover letter
- You are going to prep it as if you are applying for the job you researched for our career research project.
- You will use the Google Doc Template called “Letter Swiss” for your assignment
- Your finished cover letter will be submitted to [turnitin.com](https://www.turnitin.com)

First Up

- *Fill out your contact information here.*
- *Use your actual address and school e-mail address.*
- *Phone number can be 503-555-5555.*



Letter - Google Docs

docs.google.com/document/d/1jMbVxS0klwJSJY6iFGZCyMXWeH7TDi4wORRp9rcUcw/edit?tab=t.0

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4 SEPTEMBER 20XX

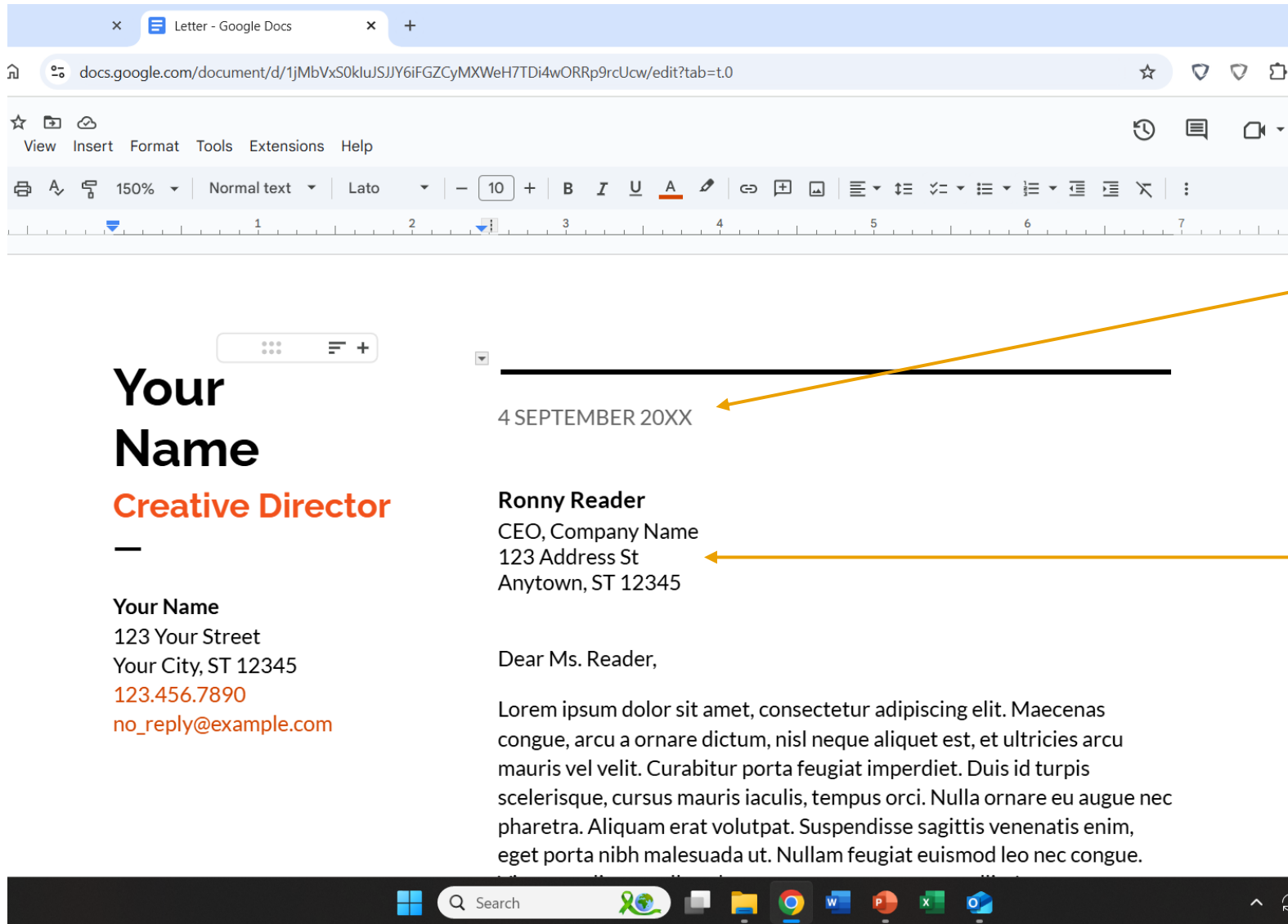
Ronny Reader
CEO, Company Name
123 Address St
Anytown, ST 12345

Dear Ms. Reader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas congue, arcu a ornare dictum, nisl neque aliquet est, et ultricies arcu mauris vel velit. Curabitur porta feugiat imperdiet. Duis id turpis scelerisque, cursus mauris iaculis, tempus orci. Nulla ornare eu augue nec pharetra. Aliquam erat volutpat. Suspendisse sagittis venenatis enim, eget porta nibh malesuada ut. Nullam feugiat euismod leo nec congue.

Your Name
123 Your Street
Your City, ST 12345
123.456.7890
no_reply@example.com

Your Name
⋮ ☰ +



Next Step

- *Put today's date here, in day, month, year order.*
- *Use the following for this section:*

Tyrell Graham

HR Manager, North Co.

765 14th St NE

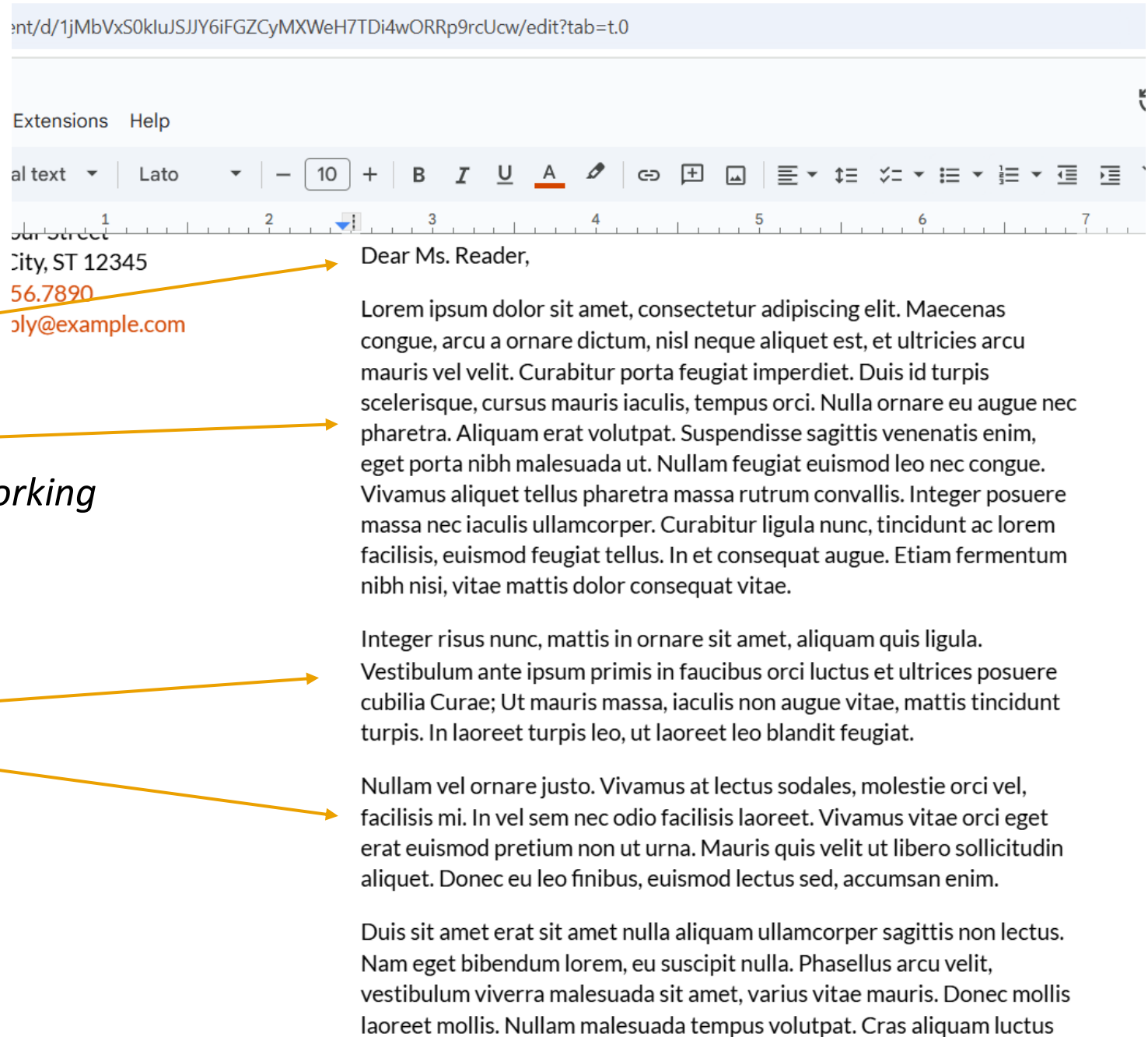
Salem, OR 97301

The big section

*Get that salutation in
Dear Mr. Graham:*

*Intro paragraph:
convey excitement about position and working
for company
concisely explain why you are a prime
candidate for the position/company*

*Body paragraphs:
emphasise work experience and other
experiences that connect to target role/job
highlight relevant skills you have
explain how you match the company's
culture/goals*



Extensions Help

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Duis sit amet erat sit amet nulla aliquam ullamcorper sagittis non lectus. Nam eget bibendum lorem, eu suscipit nulla. Phasellus arcu velit, vestibulum viverra malesuada sit amet, varius vitae mauris. Donec mollis laoreet mollis. Nullam malesuada tempus volutpat. Cras aliquam luctus suscipit. In sollicitudin risus ut pulvinar dignissim.

Sincerely,

Your Name

Finishing Up

Closing Paragraph:

*reiterate your excitement for the position
exude confidence in your expertise for the job*

make sure to thank them for their time and consideration

encourage follow up (I look forward to discussing...)

Sign off/Signature:

If electronic, typed name should be two lines after "Sincerely,"

If physical copy, typed name should be four lines after "Sincerely,"

Before Submission

- Use Draft Coach to check any errors that need to be cleaned up before submission
 - Submit to turnitin.com once you have completed corrections/editing.
- Click on Extensions
 - Scroll down to Turnitin Draft Coach
 - Move to the right and click on Turnitin Draft Coach
 - Click on the Grammar tab
 - Click on Run Grammar Check
 - Look at the errors the computer found and start making corrections