

# COVER LETTER

## WHAT IS A COVER LETTER?

A cover letter is a formal one page letter that accompanies a resume. It is sent at the employer's request, in response to a posting or a referral. The purpose of the cover letter is to be the bridge between the resume and the specific job.

Remember:

- It is not a repetition of your resume. The resume is the data and the cover letter is your persuasive argument.
- It is a reflection of written communication skills so take the time to proofread.
- To have the best chance of success, write a new targeted cover letter for every prospective employer
- A cover letter should be one page. It should be clear, focused, concise and no more than  $\frac{3}{4}$  page.

## COMPONENTS OF A COVER LETTER

### **IDENTIFICATION**

- Your contact info:
  - Full name
  - Current address
  - Telephone number
  - Email address
  - LinkedIn url
- Copy and paste your name and contact information from your résumé. This way, both documents look like a matching set.
- Use a professional sounding email address that includes your name.

### **DATE**

- Make sure it is correct.

### **COMPANY CONTACT INFORMATION**

- Information includes:
  - Recipient's full name
  - His/her title and/or department
  - Organization's name
  - Organization's address

### **SALUTATION**

- It is always preferable to address your application and letter to a specific individual.
- If necessary contact the company directly to get the information
- As a last resort, you may address your letter using "Dear Hiring Committee" or "Dear Recruiter."

### **CONTENT**

- The cover letter should consist of 3-4 paragraphs comprising of an Introduction, Main Body and Conclusion
- Organize your points according to relevant skills and experience as they relate to the position and company needs and not necessarily in chronological order
- **FOR MORE DETAILS SEE THE NEXT PAGE**

### **CLOSING AND SIGNATURE**

- Close with "Sincerely" or "Regards" followed by your name
- When sending a hard-copy of your cover letter, always sign your name in either blue or black ink. Do not do this when sending your letter via e-mail. Also, never use script or cursive font for your signature.

**Remember to PROOF READ!**

**For additional help check out the CAPS website for sample cover letters:**

<http://www.concordia.ca/students/success/career-planning-services/cv-cover-letter.html>

# CONTENT

## **1<sup>st</sup> Element: Introduction**

What position are you applying for? Why did you choose this organization? How did you hear about the posting?

- State the position and how you learned about this opportunity (was it through a referral, university job board or from the company website?)
- Demonstrate your knowledge of the organization's products, services or the industry
- Explain why you want to work for the company
- Talk about the organization as it demonstrates sincere interest and shows that you know something about the company and why you would like to work for them.
- Unfortunately, most job seekers often leave this 1st element out, and end up talking only about themselves

## **2<sup>nd</sup> Element: Main Body**

Why should the organization consider hiring you? Put yourself in the shoes of the employer, and if you were hiring what would you be looking for in a potential applicant. (1-3 short paragraphs)

- Arouse the employer's curiosity by summarizing brief facts about your academic background, relevant work experience and appropriate personal qualities/transferable skills.
- Fulfill the requirements for the position in terms of your experiences
- State a specific skill or ability required for this position that you possess – use key terms.
- Be brief and focus on the position
- Balance warmth, enthusiasm, confidence and professionalism

## **3<sup>rd</sup> Element: Conclusion**

Let's Get Together!

- Describe if, and how, you plan on following up on your application
- Express your willingness to be interviewed and how you can be reached
- Don't forget to say thank you. This is not only polite but demonstrates that you acknowledge the reader's effort in taking the time to read your letter

## **Career and Planning Services' Resources**

Check out the CAPS website for sample résumés and cover letters and related workshops.

[www.concordia.ca/caps](http://www.concordia.ca/caps)

### **CAPS Job Bank**

Students can access our growing bank of career-related part-time, full-time, summer and internship opportunities through the Student Success Centre portal. Simply follow the instructions provided below.

- Visit the [Student Success Centre portal](#) and login using your netname and password
- Carefully read and accept the Terms of Service for Student Success Centre
- You can access the CAPS' job postings under the Quick Links heading. Just click on "Search Job Postings", under CAPS Career Services.

### **Career Resource Centre (CRC)**

The Career Resource Centre (CRC) provides print, electronic and audio-visual resources to help students reach education, career and employment goals. Whether you aim to explore occupational options, zoom in on workplace trends, master job hunting strategies or pursue your studies, the Career Resource Centre has much to offer. There are also plenty of resources on résumés and cover letters.

Students can use the computer lab and comfortable lounge area for their job search and career exploration. We are located in H-440.

### **What You Can Do With a Major**

Explore career options related to your major at Concordia.

<http://www.concordia.ca/students/success/career-planning-services/by-major.html>

### **Career Counselling and Advising**

#### **Career Counselling**

A Career Counsellor will guide you through self-discovery, discuss possible career options and help you to research the career you want. Career counsellors can also assist you in setting up action plans to achieve your career goals.

#### **Career Advising**

Make an appointment with a Career Advisor to get help with identifying your skills, understanding the job market, writing your résumé and cover letter and, or preparing for an interview.

### **For an appointment or additional information contact:**

#### **Career and Planning Services (CAPS)**

2070 Mackay, Room EN-109

(514) 848-2424 ext. 7345

[www.concordia.ca/caps](http://www.concordia.ca/caps)