



# Advanced Cover Letter Writing and Resume Follow-up



Instructor: Tara Blythe  
ECHD 3050: Career and Life Planning



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# Start Early



- Use the resources we discussed in class to find out the who, what, when, where and how's of each company
- Attend Fairs and Information Sessions and get contact information/ make phone calls/ do your research
- Ask questions and start correspondence early!



# *Crafting the Perfect Cover Letter:*



- Think before you write...
- What is the purpose of a cover letter?
- Who is the intended reader?
- What message do I want to send?



# Rules for Cover Letter Writing



- Be **relevant**
- Be **concise**
- Be **consistent**
- Consider the **Employer's Perspective**



*What skills, abilities, interests, experiences, and personal characteristics do you have that will meet the employer's needs ?*



# COVER LETTER OVERVIEW



- **Cover letters**
  - Introduce you to the recruiter
  - Encourage the recruiter to read your resume
- **It's important to clearly identify the information you want to include in your cover letter**
  - Why do I want to work for your company?
  - What skills or experience do I want to highlight?
  - How can I solve a problem for the company?
- **Be sure to include the name of the person who referred you or your connection**





# Business Letter Layout



- Your information/Address/Letterhead
- Name and Address-Recipient
- Date
  - Never abbreviate (October / Oct.)
- Salutation
  - Personalize if you know who you are sending it to
- Communication
  - Several Paragraphs, each one prove your point only
  - Not the time to be too brief or too long-winded
- Signature
  - Typed version under signed name



# Your Purpose in Writing:



- *Introduce yourself* to the employer
- State your *objective*
- Create a *connection*
- Communicate *enthusiasm*
- Demonstrate your *writing skills*
- Get the *interview* !!





# Cover Letters

- Should always be sent with a résumé (unless specifically noted otherwise)
- Should **NOT** be more than one page in length!
- Whenever possible, address the cover letter to an individual.
- Should be printed on quality paper that matches your résumé.
- **When emailing, the email serves as your cover letter and the résumé is the attachment.**





# Things to Remember:



- **Introduce yourself**
  - AVOID “My name is...”
  - STAY AWAY FROM “I am a senior at ...”
- **Demonstrate knowledge**
  - RESEARCH, RESEARCH, RESEARCH
- **State relevant skills**
  - What can you do for the employer?
  - BE POSITIVE



# Some More Tips



- What position and how you learned about it?
- Why are you are interested in the position and the organization?
- Provide specific examples of related skills
- Don't re-write your resume
- Use varying sentence structures – no “I” or “My” at the beginning to each sentence
- Express appreciation for the employer considering your application
- What can *you* do for the company?
- Confidence, not arrogance



# The Anatomy of a Cover Letter



Three – Four Main Paragraphs

- “Why Am I Writing?”
  - State your purpose for writing (job, internship, etc.)
  - Make a connection between you and the company
- “Who Am I and Why Should You Hire Me?”
  - Highlight Your Résumé – Can be 2
- “My Next Step...”
  - Refer the reader to the enclosures and indicate a strong interest in pursuing the next step



*You must articulate how YOUR skills and attributes*

*RESOLVE the NEEDS of the employer!*



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# Proper Business Format



Your Street  
Your City, State, Zip

Date the letter will be sent

Name of Addressee  
Position Title  
Street  
City, State, Zip

Dear Addressee,

In your first paragraph, try to attract the reader's attention and state your reasons for writing, indicating the position or type of work for which you are applying and how you have heard of the job opening and/or the employer. Focus on something that sets this organization apart from similar employers and why that appeals to you.

Discuss what you can contribute to the organization. Emphasize your major relevant qualifications, providing specific examples of your experience. Do not rewrite your entire resume; rather, elaborate on a few important points. Interpret your background for the employer.

Indicate your desire for a meeting or an interview and indicate your ability to meet: for example, offer to call the organization during a specific day or week to arrange a time, or ask for an appointment for a date when you plan to be in the area where the employer is located. Make sure to list your phone number, even though it should already be on your resume.

Sincerely,

(sign here)

Your Name



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## 1<sup>st</sup> PARAGRAPH ~ “Who & Why”



I am writing to express my interest in the Account Executive position currently available within your company. I have thoroughly perused your web site and position description and believe this position would allow me to simultaneously contribute to the ongoing success of *Innovative Sales, Inc.* while gaining valuable professional experience from an industry leading technical firm.





## 2<sup>nd</sup> PARAGRAPH ~ “Skills & Qualifications”



As emphasized in the position description, customer service and problem-solving skills are essential attributes of Account Executives. In my current role as a sales associate at *RE-TALE*, I have honed and polished my customer service skills by assisting our daily walk-in clients. As a result, I now co-instruct our “Customer Service Training” seminar with our on-site Training Coordinator. Clearly my understanding of strong customer service and experience with resolving client concerns and questions would serve me well as an Account Executive.



## 3<sup>rd</sup> PARAGRAPH ~ “You & Company”



Aside from the “good match” that I identify between my skills and the requirements for the position, I was equally impressed with the mission statement and values of *Innovative Sales, Inc.* I, too, believe that companies who value the diversity of their workforce will set themselves apart from their competitors now and in the future. I have personally benefited from the culturally rich environment that the University of Georgia affords to its students, faculty, and community members. Thus, I am excited about the opportunity to work for an organization that is not only a good professional fit, but a solid personal and cultural match.



## 4<sup>th</sup> PARAGRAPH ~ “Action Steps”



Thank you for taking the time to review my resume. Should you have any questions regarding my qualifications, please do not hesitate to contact me by phone (555) 555-5555 or e-mail [student@uga.edu](mailto:student@uga.edu). I will call your office in 5 to 7 days to verify your receipt of my credentials and to inquire about the general decision-making timeline. Thank you again for your time and consideration.

Sincerely,

*Samantha S. Student*

Samantha S. Student

Enclosures: Resume



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# Sample Cover Letter



- Dr. Robert Thomas  
Chemtech Corporation  
750 Research Parkway, Suite 978  
Research, CA 75847

Dear Dr. Thomas,

Attention to detail, experience, and innovation are the qualities of any good scientist. Add patience and solid computer and laboratory skills, and you have an excellent research assistant. I have these skills and hope to put them to work at Chemtech Company.

Last summer, I assisted Dr. Davis Shraile with the experiments that resulted in his paper "Five Cents: An Exploration of the Chemical Properties of Nickel," published in the *Harvard Journal of Pocket Change*. As his research assistant, I conducted experiments, maintained the laboratory, performed detailed research assignments, and prepared oral and written reports on various facts related to Dr. Shraile's theses. I also developed a working knowledge of the D-base computer system while working for Dr. Shraile.

All aspects of science intrigue me, from cosmetics to the AIDS inoculation research I have read that Chemtech has initiated. In addition to my professional responsibilities, I have conducted several experiments of my own, including an effort to create a moisturizer formula that works as well as the one developed by Chemtech in 1970.

Attention to detail, experience, patience, and initiative - these are the qualities of a good scientist and research assistant. They are qualities I possess and hope to demonstrate in my employment with Chemtech. I would like to discuss this opportunity at your convenience. You may reach me at (352) 555-1000.

Thank you for your consideration.



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# Sample Cover Letter



Tara Michelle Blythe

403 Cockfield Court, Athens, GA 30604 [tara@blythe.com](mailto:tara@blythe.com) 313-244-3740

I  
April 3, 2008

University of Georgia  
Career Resource Center/ Terry College of Business

Mr. Scott Williams, Director UGA Career Center  
Selection Committee,

Please accept this letter and accompanying resume as application for position #20080272, Career Consultant, University of Georgia (UGA). I believe my academic credentials and professional work experience provide me with the skills and knowledge to immediately make a contribution toward the challenges associated with this exciting opportunity.

I am currently serving as the Director for Talent Acquisition Strategy and Planning for BankAtlantic and have recently relocated to the Athens area. I thoroughly have enjoyed the field of Human Resources Management, and have a wide breadth of knowledge across all disciplines specializing in College Relations, Training and Development, Talent Management, and Recruitment and Retention. During my time as a Graduate Assistant for the Career Resource Center and Academic Advising Center, and as a Graduate Advisor for the Office of Student Activities at University of Florida I gained invaluable experience in the areas of student development and college relations. In my current position at BankAtlantic and our sister company Levitt Corporation, as well as my prior positions at City Furniture and Target Corporation, I was directly responsible for the management of functional Human Resource departments and Campus Relations strategies. These roles have afforded me the opportunity to gain experience from both the perspective of an employer, and that of a student affairs professional in a college environment, and in recent months I have found myself drawn back to a career in student affairs.

My formal education includes undergraduate degrees in both Business Management and Psychology and a Master's degree in Educational Leadership with a specialization in College Student Personnel. I welcome the opportunity to move back into Student Affairs and to utilize my Human Resources knowledge and corporate business perspective serving as a liaison to the Terry College of Business. I have the experience and skill set to provide comprehensive career advising and counseling to the students of UGA and the experience to directly relate and build relationships with employers. I am competent in, and know the value of strategic planning and overall personnel management. Perhaps my strongest skill is my ability to build relationships, and I look forward to taking on the challenge of further developing ties with corporate, technical, governmental, educational and non-profit organizations with whom the undergraduate Terry students might affiliate. I believe in setting high professional standards in my work. I value strong personal moral/ethical values. I know how effective organizations can become when everyone works as a member of the team.

It would be my pleasure to be able to meet with the members of your team to discuss my qualifications in more detail, and more importantly to learn more about how I can make an impact on accomplishing your organizational goals and meeting strategic planning objectives.

Thank you for your time and consideration.

Sincerely,

Tara M Blythe

Tara Michelle Blythe  
Enclosure: Resume



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# Tie the Cover Letter to the Job Description



Title Behavioral Youth Counselor  
 City Memphis  
 State TN  
 Description Youth Villages offers the unique experience for Bachelor level counselors to gain hands-on experience with emotionally and behaviorally challenged young people.

March 6, 2010

Mr. Jake Kane  
 Program Manager  
 Youth Villages  
 jakekane@email.com

Dear Mr. Kane:

These positions opening up the doors for higher level counseling positions in our organization beginning after one year.

The Youth Counselor (Teacher Counselor) is the heart and soul of our residential treatment programs. The counselor's main duties are:

- Use creativity and counseling skills
- Teach the young people necessary life skills
- Provide for their physical daily care
- Help design and implement each young person's treatment plan
- Help improve the young person's behavior

The young people on our residential campuses have been referred to us for different reasons. Each campus focuses on different referral behaviors such as severe aggression, sexual behaviors, suicidal and self-harming tendencies and many other severe behaviors.

The OTC schedule runs either Sunday-Wednesday or Wednesday-Saturday. Three weekdays: (M-W or W-F) and one weekend day. Youth Counselors spend the night once or twice a week on the campus and have additional responsibility for waking the residents and directing them with their morning routine. This schedule also provides counselors with a three day weekend. (Please note: Counselors do not live on the campuses).

From the Youth Villages website, I learned about your need for a Behavioral Youth Counselor for the Memphis, Tennessee location. I am completing my Bachelor of Science degree in Psychology in May, and am interested in pursuing a career in social services. My education, along with my camp counseling experience, are a good fit for the Youth Villages program.

My experiences as a residential camp counselor for the past two summers prepare me well for this position. While working for Intercept by Outward Bound, I had the chance to help at-risk teens ages 14-20. The program serves kids with poor behavior control, and some who had self-harming tendencies, among other issues. As a camp counselor, I received training before and during the camp program on how to assist the campers with better behavioral management, coping with frustrating situations, and strategies for managing destructive thoughts. The satisfaction that came from seeing the youths' perceptions of themselves develop and change throughout the summer was a great reward. The residential three-week camps ran twice during each summer, and as each group left, I felt good about the treatment we had offered and referred the students to. Seeing the more positive interactions the youths had with their peers demonstrated the impact my work had.

I am strongly interested in working for Youth Villages, a program that focuses on how to "Reach, Teach, and Counsel" its young people. I will call you in a week to follow-up. Should you need to reach me before then, my contact information can be found below. Thank you for your time and consideration.

Sincerely,  
 Preyesh Kapoor  
 123 Sunset Terrace  
 Athens, GA 30605  
 706.555.1212  
 pkapoor@email.com

## Requirements

- Bachelor's degree in social services or psychology field is required
- At least one year of working with youth is preferred
- Experience working with troubled teens in a residential setting is a must
- This position will involve a daily interaction with at-risk, severely troubled adolescents



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# Making a *Write* Impression



- Is the cover letter appealing to the eye?
- Are any words mis-peld?
- Spelling, grammar and diction count
- Consistency is key
- Printed on a neutral color, quality paper.
- Avoid wordiness
- Provide information that is relevant and positive
- Quantify & Qualify when possible
- Proofread, Proofread!!



# Common Mistakes:



- Misspelling of an organization's name
- Incorrect personal titles
- Sending to “**To whom it may concern**”
- Not signing the letter
- Incorrect Business Format
- Writing one letter for multiple positions
- Listing phone # or email you are not at!
- Coming off as:
  - **Aggressive**
  - **Too familiar, Too Cute or humorous**
  - **Unduly Humble or Desperate**
  - **Excessively flattering**
  - **Preaching – Exaggerating -Bragging**





QUESTIONS??



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