

How to write an effective coverletter

Due Friday, 10/27 in class--hard copy

Goals for this project:

- Be better prepared for the job search by creating a strong cover letter
- Practice tailoring job application materials to one particular job
- Hone persuasive business writing skills by crafting a cover letter

What is a Cover Letter?

A cover letter is a short letter that accompanies a resume, written from you to the potential employer. The goal of a cover letter is to convince the employer to look at your resume. It doesn't need to rehash everything in the resume; it only needs to include just enough tantalizing detail to make the employer open your resume.

Assignment Overview

You will locate a job that you want to apply to after graduation, research the company, and then create a cover letter for that job.

Choose this job ad carefully! You should pick something as close as possible to the job you will be applying to after graduation. In fact, if you are a senior, you may want to apply for this actual job with the materials you develop for this class.

Good places to look include monster.com, idealist.org, simplyhired.com, and indeed.com. You may also want to look at specialized job search sites that collect ads for specific fields or locations, such as npo.net (nonprofit jobs in Chicago) and marketingjobs.com. And, a Google search never hurts.

The Cover Letter

The purpose of a cover letter is to summarize the person's relevant experience, to express interest in the position, and to demonstrate writing ability. -- Lisa Whittington, HR Director, Marriott Corp¹

Format

Follow standard business letter format. The only exception to this is the heading section with your address, which can be a bit more stylized and feature your name if you would like. Don't forget your email and phone, the date, the addressee's name, and the addressee's address. Use 11 or 12-pt, professional font and block formatting, and stay to one page. Write "Enclosure" at the bottom to signify that your resume is included.

The Greeting

It's important to research who will be reading your letter and address your letter to that person specifically. Here's how: <http://www.pongoresume.com/blogPosts/659/how-to-find-a-name-for-yourcoverletter-greeting.cfm> Also, remember to use Ms. instead of Miss. or Mrs., and if you are unsure of the person's gender, just list the first and last name (e.g. "Dear Taylor Benson:"). Include a colon in your greeting instead of a comma for this formal occasion.

The Body

Your first paragraph should clearly state the job title you are applying for. Traditional cover letters explain why you are writing and how you found out about the job (e.g. a job ad, a job fair meeting, or the suggestion of someone you both know). The new generation of cover letters often begin by stating a need of the employer's (following up with how you will meet it), promising a benefit to the reader, or referring to a recent piece of relevant news for the field/company. Regardless if you are taking a conservative or trendy approach, if someone at the company recommended that you send your resume, or if you have recently spoken with someone there, highlight that in this paragraph!

The following paragraph(s) should illustrate what you can bring to the company, and why you want to work at this particular company. You don't need to cover everything in your resume, just summarize the highlights. Feel free to use bullet points to make your letter easy to read, and keep your paragraphs short! Also, demonstrate that you have researched the company by weaving details about them into your cover letter.

The final paragraph should invite them to interview/contact you and offer a method of reaching you (phone, email...), or tell them you will be calling them by a certain time (usually a week). This is also place to give them any important details about next steps (if you will be in town and available to meet at a certain time, if they should use your home phone instead of work, etc). Remember to thank them for considering your application or find another way to end on a note of goodwill.

The Closing

Include a valediction, and this should probably be formal (e.g. "Sincerely" or "Cordially" rather than "Thanks").

September 18, 2019

Dr. Chris Halper
Lead Pediatric Dentist
North Georgia Pediatric Dentistry
2695 Old Winder Hwy.
Braselton, Ga 30517

Dear Dr. Halper

I have completed my three month internship at North Georgia Pediatric Dentistry and I am interested in working full time at your practice. I would like to continue gaining experience and learning from you and your staff, and I believe that I could be a valuable asset to your team and to North Georgia Pediatric Dentistry.

I am interested in employment with North Georgia Pediatric Dentistry because of the quality care you provide your patients and the accommodating environment you keep throughout your practice. My long- term goal is to become a key part in team, as all the members are, and to work hard to help children have a bright smile. I believe I will excel while working at your practice and I will meet every challenge with vigor and focus.

As detailed in my resume, I have a great deal of experience working with others and adapting to different environments than what I am not acquainted with. I have worked as an intern for North Georgia Pediatric Dentistry and a manager for the Thompson Farms Tomato patch. Throughout these occupations I have acquired many skills that include time management, interpersonal skills, teamwork, and ambition that has exceeded me forward towards my goal of becoming a Pediatric Dentist. My academic and extracurricular experience has taught me the fundamentals of working with children and how to make the procedure of dentistry simple and effortless for both parties involved. North Georgia Pediatric Dentistry is an outstanding practice that I profoundly respect and I would appreciate the chance to become a great addition to such a quality community.

Dr. Halper, I am zealous at the idea of becoming a part of North Georgia Pediatric Dentistry. I thank you for the opportunity you have given me and would like to speak with you about any questions you may have. Thank you for considering me for North Georgia Pediatric Dentistry.

Sincerely

Emma Funderburk

Enclosure: Resume

Feedback: 100/100

Really good job on your cover letter. You adhered to open punctuation with block formatting as instructed. Thank you for taking out the contractions...in business writing, we try not to use them. I like your use of work experience to summarize your resume. Your closing paragraph leads to possible future communication. Great job Emma!