

# Writing a Customized, Persuasive Cover Letter

Opening Body

- Closing
- Address the letter to an individual by name.
- For advertised jobs, name the source; include job title, date, and publication.
- If someone referred you, name that person.
- Show that your qualifications fit the job specifications, show your knowledge of the reader's business, or show that your special talents will be assets to the company.

Mary Ellen Guffey, Essentials of Business Communication, 8e

Chanter 13 Slide 5

### Writing a Customized, Persuasive Cover Letter

Opening

Body

Closing

- Demonstrate that your background and training meet the job requirements.
- Summarize your principal assets from education, experience, and special skills.
- Avoid repeating specific data from your résumé.
- Refer to your résumé.

Mary Ellen Guffey, Essentials of Business Communication, 8e

Chanter 13 Slide 53

# Writing a Customized, Persuasive Cover Letter

Opening

Body

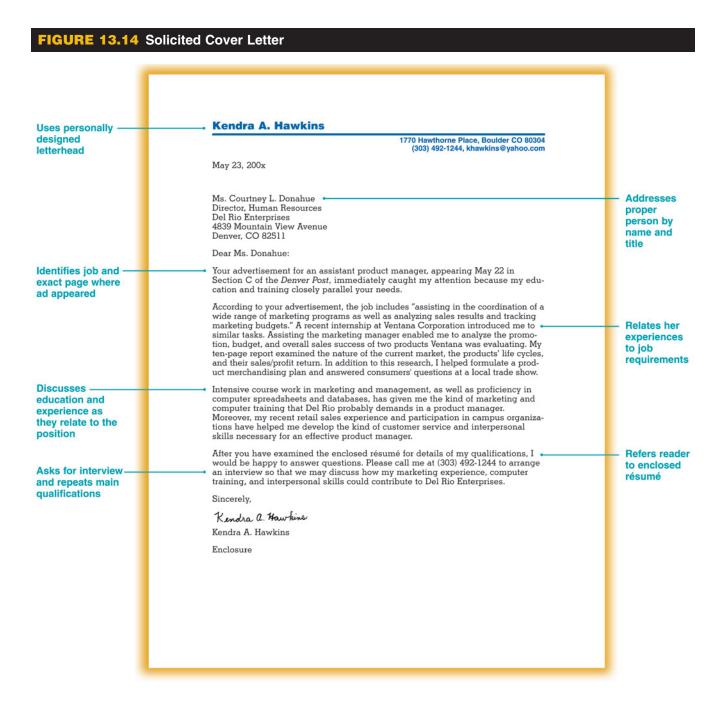
Closing

- Ask for an interview. Consider hooking the request to a statement reviewing your strongest points.
- Make it easy to respond. Tell when and where you can be reached (during office hours).
  Some recruiters prefer that you call them.

Mary Ellen Guffey, Essentials of Business Communication, &

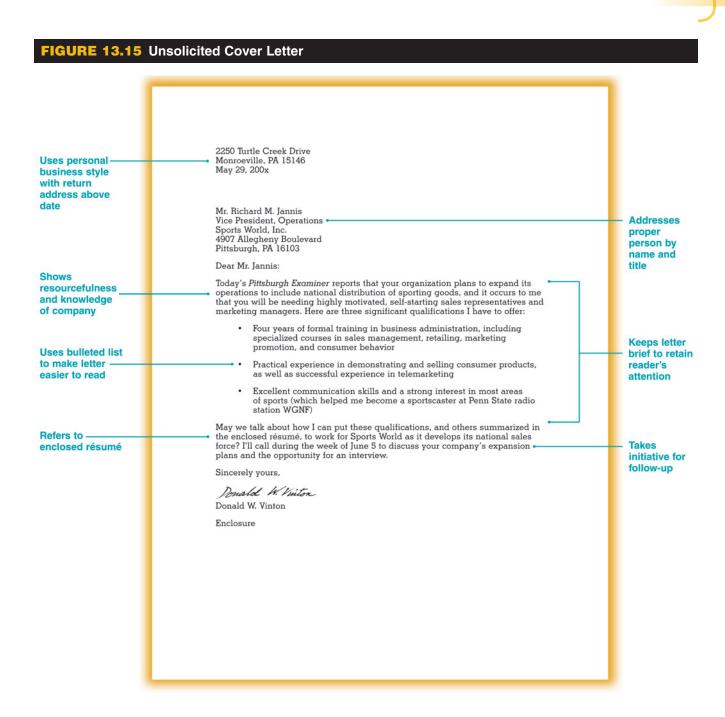
Chapter 13, Slide 5

In applying for an advertised job, Kendra Hawkins wrote the solicited cover letter shown in Figure 13.14. Notice that her opening identifies the position and the newspaper completely so that the reader knows exactly what advertisement Kendra means. Using features on her word processing program, Kendra designed her own letterhead that uses her name and looks like professionally printed letterhead paper.



More challenging are unsolicited cover letters, such as Donald Vinton's shown in Figure 13.15. Because he hopes to discover or create a job, his opening must grab the reader's attention immediately. To do that, he capitalizes on company information appearing in an online article. Donald purposely kept his cover letter short and to the point because he anticipated that a busy executive would be unwilling to read a long, detailed letter. Donald's unsolicited letter "prospects" for a job. Some job candidates believe that such letters may be even more productive than efforts to secure advertised jobs, since "prospecting" candidates face less competition and show initiative. Notice that Donald's letter uses a personal business letter format with his return address above the date.

The body of the cover letter promotes the candidate's qualifications for the targeted job.



#### **Sending Your Cover Letter by E-Mail or by Fax**

More than 90 percent of résumés at Fortune 500 companies arrive by e-mail or are submitted through the corporate Web site.<sup>39</sup> Many applicants using technology make the mistake of not including cover letters with their résumés submitted by e-mail or by fax. A résumé that arrives without a cover letter makes the receiver wonder what it is and why it was sent. Recruiters want you to introduce yourself, and they also are eager to see some evidence that you can write. Some candidates either skip the cover letter or think they can get by with one-line cover letters such as this: *Please see attached résumé*, and thanks for your consideration.

If you are serious about landing the job, take the time to prepare a professional cover letter. If you are sending your résumé by e-mail, you may use the same cover letter you would send by snail mail but shorten it a bit. As illustrated in Figure 13.16, an inside address is unnecessary for an e-mail recipient. Also move your

Serious job candidates send a professional cover letter even if the résumé is submitted online, by e-mail, or by fax.

#### FIGURE 13.16 E-Mail Cover Letter File Edit Mailbox Message Transfer Special Tools Window Help B / U D E E E A A E E E E A Send To: Courtney L. Donahue <courtney.donahue@delrio.com> Kendra Å. Hawkins <khawkins@yahoo.com> From: Application for Assistant Product Manager Position Advertised 5-22-09 Subject: **Provides complete** Cc: subject line Attached: HawkinsRésumé.doc (150 Kb) identifying purpose Addresses proper person by name Dear Ms. Donahue: Your advertisement for an assistant product manager, appearing May 22 in Section C of the DENVER POST, immediately caught my attention because my education and training closely parallel your needs. The advertisement says the job involves coordinating marketing programs, Transfers traditional analyzing sales results, and tracking marketing budgets. cover letter to e-mail I would like to discuss my qualifications with you and answer any questions you have about my Calls attention to résumé, which is embedded below. The best way to reach me is to call my cell at (713) 343-2910 during business hours. I look forward to putting my skills to work for Del Rio Enterprises. résumé embedded in same message Sincerely, Kendra A. Hawkins 1770 Hawthorne Place Uses signature Boulder, CO 80304 block for all contact E-Mail; khawkins@yahoo.com information Cell: (713) 343-2910 Plain-text résumé embedded below. Attractive print résumé available on request. Reminds receiver that attractive print résumé is available