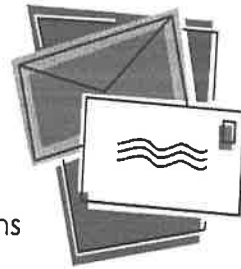


COVER LETTER INFORMATION

WHAT IS A COVER LETTER?

- Explains why you are sending a résumé.
- Provides opportunity for you to stress your qualifications for a position.
- Presents your résumé in a professional manner.
- The letter should be typed on the same type of paper as your résumé.
- The cover letter should be brief and addressed to an individual.
- **The letter should not duplicate your résumé information.**



PURPOSE:

- Describe how your skills and abilities will benefit the company.
- Encourage the employer to read your résumé.
- Request an interview.

FORMAT:

- Address the letter to a decision-maker; call and verify name and spelling.
- Brevity is essential; one page is sufficient.

COVER LETTER DO'S	COVER LETTER DON'TS
<ul style="list-style-type: none">• Project confidence.	<ul style="list-style-type: none">• Don't use clichés.
<ul style="list-style-type: none">• Be brief and concise, 3 to 4 paragraphs maximum.	<ul style="list-style-type: none">• Don't ever send a résumé without a cover letter.
<ul style="list-style-type: none">• Proofread and make sure your letter is without errors.	<ul style="list-style-type: none">• Don't give the same information that is on your résumé. Tailor your letter to the job.
<ul style="list-style-type: none">• Let the employer know how you can meet his/her expectations.	<ul style="list-style-type: none">• Don't be vague.
<ul style="list-style-type: none">• Make the most of your opening paragraph by being specific and to the point. State the position you are applying for.	<ul style="list-style-type: none">• Don't make the employer dig through the letter to find out what job you are applying for.
<ul style="list-style-type: none">• Be positive.	<ul style="list-style-type: none">• Don't include too much detail.

ELEMENTS OF A COVER LETTER

Today's Date

Mr./Ms. Employer
Director (or other title)
Name of Company
Street Address
City, State, Zip

Dear Mr./Ms. Employer:

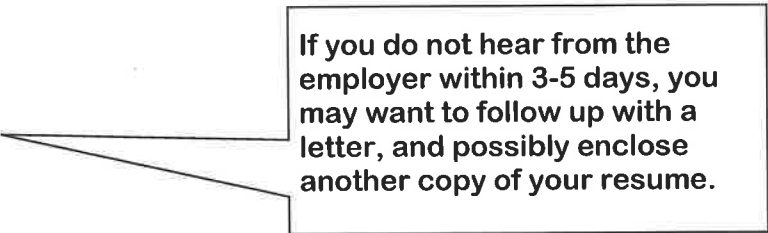
INTRODUCTORY PARAGRAPH: State why you are writing, name the position or type of work for which you are applying, and mention how you heard about the opening. If someone, currently working in the company, has referred you – make sure to mention it – including their name (this is networking).

MIDDLE PARAGRAPH: Explain why you are interested in working for this employer and specify your reasons for desiring this type of work. If you have had experience, be sure to point out your particular achievements or other qualifications in this field or type of work. Include a statement regarding education if you are attending college and your major is related to the position or the industry. (Suggestion: review company's website – and mention such in this paragraph.)

CLOSING PARAGRAPH: Have an appropriate closing to pave the way for the interview by asking for an appointment, by giving your phone number, or by offering some similar suggestion to facilitate an immediate and favorable reply. You want the employer to take some action.

Sincerely,

Type your name
Enclosure: (Be sure to enclose your résumé)



If you do not hear from the employer within 3-5 days, you may want to follow up with a letter, and possibly enclose another copy of your resume.

Susan Seeker

4700 College Oak Drive
Sacramento, CA 95841
(916) 484-1234
sseeker@yahoo.com

March 6, 2014

Ms. Alexandria LaRee, Supervisor
Sales Department
Willie Wonka, Inc.
Hayward, CA 94545

Dear Ms. LaRee:

This letter is in response to your advertisement in Sunday's March 3, 2014, edition of the Examiner/Chronicle seeking an accountant trainee. I was excited when I read your ad since I have had a long-time interest in the accounting field. I will be graduating in May 2013, from American River College with an associate degree in accounting and feel my education further enhances my qualifications for this position.

In the course of my recent career research, I have spent some time examining various company websites and was most interested in your company. As indicated on my attached résumé I have nine years of office experience, the most current 3 years as a bookkeeper. This experience makes me confident that I have the knowledge and skills required for this line of work.

I appreciate your time and consideration and hope to meet with you in the very near future to discuss my qualifications in more detail.

Sincerely,

Susan Seeker

Enclosure: résumé

Susan Seeker

4700 College Oak Drive
Sacramento, CA 95841

(916) 484-1234
sseeker@yahoo.com

March 10, 2014

Mr. Alfred E. Newman, President
Anew Consolidated Stores, Inc.
1728 J Street
Sacramento, CA 95214

Dear Mr. Newman:

I am interested in the position of national sales director, which you recently advertised in the Retail Sales and Marketing newsletter.

I am very familiar with your company's innovative marketing techniques as well as your enlightened policy in promoting and selling environmentally-sound merchandise nationwide. For some time now, I have been active in environmental protection projects; both as a new line of kitchen products that exceed federal standards are environmentally safe and selling well.

The enclosed résumé outlines my experience and skills in both sales and marketing in the retail field. I would like to meet with you to discuss how my skills would benefit Anew Consolidated Stores as well as current and future positions available within your company. I can be reached at (916) 555-1245.

Sincerely,

Susan Seeker

Enclosure: résumé

REFERENCES

An important ticket to getting hired, but often taken lightly is a list of REFERENCES or RECOMMENDATIONS. These are either verbal or written evidence provided by another person as to your:

- Character
- Professional demeanor

References and recommendations are important because the employer really doesn't know anything about you aside from what has been written on paper and a brief interview. What the employer REALLY wants to know is: What type of person are you? How well do you get along with others?

Considerations to keep in mind:

1. The more current the reference, the better. Professional references or former employers are the best choices. However, if you have no work history, a character reference from a professor or coworker would be fine. Also when in doubt, **DON'T USE IT!** If you aren't sure whether the person will give you a good verbal reference, don't rely on it. Generally, try to get a written reference whenever possible, at the time you are leaving an employer – hopefully on good terms.
2. Make it easy for your reference to help you. Explain what you feel would be important for them to cover, or offer to outline the letter yourself. The more SPECIFIC the letter, the better.
3. Your last employer will almost always be contacted, whether you have indicated them as a reference or not. If you have left on unfavorable terms, it may be to your advantage to talk to him/her. Try to get a written reference if at all possible in this case. This would lessen the likelihood that they would say good things to you and non-desirable things to a prospective employer.
4. Choose someone you've known for at least one year who can speak about your work habits and skills. Do not use relatives.
5. Ask permission to use them as a reference prior to listing them.
6. A list of 3 –5 references is satisfactory.
7. Reference information should include the following:
 - Name
 - Title
 - Company
 - Address
 - Phone
 - e-mail

SAMPLE REFERENCE LIST

Susan Seeker

4700 College Oak Drive
Sacramento, CA 95841
(916) 484-1234
sseeker@yahoo.com

REFERENCES

Mr. Robert Barnes

Office Supervisor
Johnson & Johnson Sausage Co.
Citrus Heights, CA
(222) 333-4444
barnesr@JohnsonSausage.com

Professor John Gonzales

Chair, Business Department
American River College
Sacramento, CA
(222) 555-6666
gonzaj@arc.losrios.edu

Ms. Lillian Yates

Office Manager
Sherman Insurance Agency
Citrus Heights, CA
(222) 777-8888