

MOTIVATION LETTER

Guide How to Write a Cover Letter

When mailing out your resume to a prospective employer, you always want to include an original cover letter. The cover letter is a business letter and, at bare minimum, is, used to transmit your resume (or other documents, such as transcripts) to a prospective employer.

More importantly, a cover letter is a job search and networking tool. It gives you the opportunity to introduce yourself to an employer, express your interest in a position, offer the employer insight into your personality through your writing style, and impress the employer with your communication skills.

Why should you write a cover letter?

The cover letter introduces you to the employer and indicates a professional attitude, the amount of preparation you have done and additional efforts you have made.

How can the cover letter distinguish you from other applicants?

Sending a letter tailored to a specific individual, shows you are familiar with the company and that you have carefully researched this specific area.

What should the format of the letter be?

Begin the letter with a heading including the employer's name and title, name of the organization, mailing address and the city, state and zip code.

A cover letter is NOT a resume replacement.

Be sure to include all key details on your resume first and foremost, just in case the hiring manager doesn't read the cover letter.

A cover letter must add value to your application.

Include further depth to your submission by highlighting key successes or case studies pertinent to the job you are applying to. Don't just copy and paste your resume into a letter format.

Keep it personal but professional.

The cover letter is a good opportunity to personalize your application with a little of your character. Tell the hiring manager why you are particularly well suited to this role and what attracted you to the company.

Each job application should be tailored when you're applying to show you are the right person for this job. To ensure your cover letter/email introduction isn't ignored **go through the job description and underline the keywords** used to **describe the skills, training and experience required**. Search through your own career history for specific examples of how you can demonstrate you have what the employer is looking for :

For example the advertisement might say: "This position requires an outgoing person with demonstrated capacity to work in a team". The keywords here are "outgoing", "demonstrated" and "team". Show you meet these essential criteria to increase your chances of an interview.

HOW TO WRITE A COVER LETTER

Typically, the cover letter accompanies a resume and allows you, the applicant, to specifically address your **skills, education and experience** as they **relate to the job you are applying for**. Cover letters should be no longer than one page in length and written in business-style. The cover letter serves as an introduction as to why you are applying and gives a detailed description of your background.

A cover letter provides the employer with a **first impression**, and if well written, will stimulate further interest in your resume and application. Tips:

1. You've tailored it to every specific application.
2. Indicate the position for which you are applying.
3. Keep to one page.
4. Write in business format.
5. Avoid a "mass produced" appearance.
6. Highlight relevant skills, experience, education and accomplishments as they relate to the specific job.
7. Be positive and never include negative information about your current position or employer.
8. Proof for spelling, typing or grammatical errors.
9. Be clear and concise in your communication.
10. Close letter with information on where and when you can be reached.
11. Keep a copy of each cover letter sent to track which positions you applied for.
12. Its addressed to a specific individual.
13. It genuinely enhances your CV.
14. It creates an action plan for specific future contact.

The letter should have a maximum of 3-4 paragraphs:

- 1) ***In the first paragraph***, write the position you are responding to. If possible, always address the letter to a **specific person**.
- 2) ***In the second paragraph***, write down what interests you and how you apply your experience and skills.
- 3) ***In the third***, write what you will benefit, what you want to do there - your vision for the position. You can also add something specific that interests you on the web or what you know from your friends.
- 4) ***Finally***, ask for a meeting with recruiters : "I'd like to meet you in person. Please, contact me at any time at XY or e-mail. Best regards,"

State the purpose of your letter, the type of job you are applying for and how you heard about the company.

Briefly say why you are interested in the position and in the company. Include what you can offer in the way of educational/work experience.

Thank the employer for taking the time to look over your resume. Mention that you will be the one to get in touch with them to answer any questions about your resume and find out if the employer has any further questions. End by saying you hope to speak with them again in the near future.

SOME TIPS AND TRICKS at the end :

Just like your CV, write a cover letter **tailored to your company and position**. **Never send a standard cover letter**. You must show that you can add to the role in a way that another person can't. Write more about your potential employer than about yourself. Specify **what** interests you in the position, **why** you are interested. Express that you understand the importance of that position. Then select 1-2 personal qualities or skills you may apply there.

Write something about the business that **interests** you and you found online or you know from your friends. You will show that you have been interested in the business for a long time, that you are interested in its brand, you know the history and so on. For example, that you liked their booth at a fair or that you were interested in the technology they use. In short, something that was not in the advert and it is your own initiative that you know it. You will again show that you are willing to take an extra step.

Write what your **challenge** is, what you will benefit from, where your invention is, your idea where to move this position. Show here that you are someone who will not only do what is expected of him, but will think about work beyond the average, someone who has a vision. For example, you can write: "I want to help improve the reputation of the chains and how they work and make your store the preferred choice when shopping in XY."