**APPLICATION (Cover) LETTERS**

1. **Read:**

**Why write an application letter?**

*It’s expected*. That’s not much of a reason but if you want a job, it’s reason enough. Although many employers and personnel managers ignore cover letters and go straight to the resume, there’s an even greater number who read cover letters in their entirety. So don’t take chances: always include a cover letter with every resume you send.

*It's revealing*. A cover letter introduces you to an employer and reveals information that often can't be gained from a resume. A cover shows an employer:

- your ability to communicate in writing

- your writing style – which usually gives clues to your personality

- your level of ambition, enthusiasm, sincerity, and professionalism

- your attention to detail (does your letter have grammar, spelling, or typographical errors?)

          - your qualifications and experience relevant to the position you’re applying for

Seize this golden opportunity to put your best foot forward and sell yourself; write a cover letter!   
  
*It’s a Compliment*. When you know who the employer is, find out everything you can about that company. Then state what it is about them that is appealing to you. Specifically relate how their goals, philosophy, mission, business practices, service policies, innovations, etc. coincide with your own objectives, values, and background. This kills three birds with one stone, complimenting the company, advertising your assets, and showing how the resulting match makes you a leading candidate.   
  
Don’t lie to the company or yourself. If a company has nothing that appeals to you, you wouldn’t enjoy working there – and they’d rather not have you – so why bother applying?   
  
*It’s a “Call to Action”*. Take the initiative at the end of your letter with a simple statement of when and how you will make follow-up contact. And don’t forget to do it! Rather than being pushy, this shows that you’re serious about the position and interested in the outcome. If a job posting has an application deadline, schedule your follow-up a day or two past that date; otherwise, wait four or five business days before making further contact.

1. **Search:**

**Search for ‘real’ jobs online:**

**-www.reginajobshop.ca**

**-www.saskjobs.ca**

**-www.workopolis.com**

**-http://jobsearch.monster.ca**

1. **Write Your Own Application Letter:**

**Here's How:**

1. Take the time to write a targeted cover letter for each employer. This means customizing each cover letter you write, so it specifically relates your skills to the job you are applying for:
2. State why you are writing, indicating your interest in the job:
3. State where you learned of the position and the title of the position you are applying for. This way the person reading your cover letter will know which job you are interested in.
4. Explain the reasons for your interest in the organization. Let the cover letter reviewer know why you are interested in the company.
5. Express your enthusiasm for the job.
6. Identify your most relevant skills and experiences. Don't just duplicate your resume. Rather, include the skills that most match the job.
7. Refer to the qualifications for the position and illustrate how your abilities relate.
8. Communicate your interest, motivation, and strengths.
9. Emphasize your achievements.
10. Indicate how you will follow-up, typically with a phone call or an email. Thank the company for their consideration.

**Remember:**

1. Avoid clichés and meaningless or wordy expressions.
2. Your cover letter should complement, not duplicate your resume.
3. Your cover letter is often the first contact with an employer, make sure it creates a good impression.
4. Take the time to target your cover letter to the job you are applying for.

5. Use proper spacing, grammar, spelling, format, punctuation, and capitalization at all times.

**Cover Letter Format**

**Your Contact Information**   
Name   
Address   
City, Province, Postal Code  
Phone Number   
Email Address

Date

**Employer Contact Information**   
Name   
Title   
Company  
Address   
City, Province, Postal Code

[**Salutation**](http://jobsearch.about.com/od/jobsearchglossary/g/cover-letter-salutation.htm)  
Dear Mr./Ms. Last Name,

[**Body of Cover Letter**](http://jobsearch.about.com/od/coverletterwriting/a/cover-letter-body.htm)  
The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

**First Paragraph**   
The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one.

**Middle Paragraph(s)**  
The next section of your cover letter should describe what you have to offer the employer. Mention specifically how your qualifications match the job you are applying for. Remember, you are interpreting your resume, not repeating it.

**Final Paragraph**   
Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

**Complimentary Close**

Respectfully yours,

**Signature**

Handwritten Signature (for a mailed letter)

Typed Signature

**MARY SMITH**  
43 Elm Street, Regina, SK;

S4T 8D2;

(306) 555-1212

[mary@monster.ca](mailto:marnie@monster.com)

March 1, 2007   
  
John Short   
General Manager   
Action Company   
1428 Main Street   
Toronto, ON  
M1M 1M1   
  
Dear Mr. Short,  
  
Are you spending too much time handling administrative tasks? Would you like to free yourself from tedious detail work so you can focus on building your business? If the answer is yes, then we should speak.   
  
I offer a five-year track record in office management and administrative support. You will benefit from my following key strengths:

* Computer expertise, with proficiency in all MS Office programs (Word, Excel, PowerPoint, Outlook and Access).
* Broad-based experience covering a full spectrum of administrative duties, including executive support, office management, billing/invoicing, payroll administration, customer care, account management, database administration, document preparation, travel/meeting coordination and project/program support.
* Superior multitasking talents, with the ability to manage multiple high-priority assignments and develop solutions to challenging business problems.
* A proven reputation, with a consistent history of exemplary performance reviews and recognition for driving efficiency improvements to office systems, workflows and processes.

I am confident that if you hire me as your administrative assistant, you will have more time and energy to concentrate on growing your business. My resume is enclosed for your review, and I will follow up with you in a few days to discuss your administrative support needs. You may also call me at (306) 555-1212 or email me at [mary@monster.ca](mailto:marnie@monster.ca). Thank you for your time, and have a great day.   
  
Sincerely,

Mary Smith