***INTRODUCTION***

(Why are you writing?) (Where did you hear about the job?)

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***MIDDLE PARAGRAPHS***

Call attention to your qualifications and experience, and relate them to what the company has advertised for.

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Do your homework! List attributes and services of the company that your experience qualifies you for. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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***CLOSING PARAGRAPH***

Thank them for their time and consideration and let them know when and where you can be reached.

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(Why are you writing?) (Where did you hear about the job?)

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***Tips For Effective Cover Letters(CL)***

Pocket Cover Ltr Letter

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**10**

**Top 10**  CanadianCareers.com

1. Try to find out who will be receiving the applications, eg. someone in Human Resources, and address the letter to them. If you can’t find a contact name or are sending a general CL then address it to “Hiring Manager”.
2. Check your spelling and grammar and proofread it over and over again. This is ALWAYS a wise investment of your time.
3. Never write the CL by hand. Print off computer.
4. Own your skills, experience and accomplishments but don’t start every sentence with “I”.
5. Customize your CL for each job you are applying for, not a form letter. Research the company and relate your experience to what they do and what they are looking for. The research you do will be reflected by the word choices you make in your letter.

*PUTTING YOUR COVER LETTER TOGETHER*

1. Saying you’re efficient, a team player or have excellent communication skills is very appropriate language for a CL. Make sure you can back that up with experience or skills the company is looking for.
2. Tell the employer specifically what you can do for the company and how, if hired, you would prove to be an asset to the company.
3. Keep it brief, one page only. Keep paragraphs short, a maximum of 2-4 lines.
4. Keep it professional looking (keep fancy fonts or text variations, eg. bold/italics to a minimum).

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**Your cover letter is one of your key marketing documents – make it count and get the job!**

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**Your cover letter is one of your key marketing documents – make it count and get the job!**

The purpose of a cover letter is to introduce yourself to potential employers and to show you’ve got great skills that can benefit them. The more care you put into your letter, the greater chances of getting an interview.

**Opening Paragraph**

The opening/introductory paragraph states why you are writing and how you heard about the position.

**Middle paragraphs**

The middle paragraphs (1-3 paragraphs) must relate your skills and experience to the employer’s needs. Choose the most important skills/abilities needed for the position and be sure to show where you demonstrated these. **Show how you would be able to contribute to the organization, not how the position will help you!** Try to demonstrate that you have an interest in and understanding of the organization by your choice of words.

**Closing (Final Paragraph)**

The final paragraph is used to thank the employer for their consideration and request an interview.

Pocket Cover Ltr LtrLetter

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