

Unit 5

Preparing for Employment -Cover Letters

A cover letter is important. Cover letters allow you--in narrative form--to tell the employer exactly why hiring you, instead of the numerous other candidates, is a good decision.

Here's how to write a targeted cover letter.

- Refer to the specific job that you are interested in. If there is a competition number, include it.
- Address your letter to the appropriate contact person. Use their name and title, and double-check the spelling. And don't assume a person is male or female—check it out! Phone the company!
- Refer to how you heard about the job—newspaper ad, a sign in the window, from a friend. If you mention a present employee, make sure you know they are a valued employee!
- Refer to what the company does, and how your attributes can be a valuable addition to their team.
- Make sure the employer knows what action to take—will you call the employer or should he/she call you—and when?

Assignment: Submit a cover letter (using the template as your guide)

1. Open the Portal and go to myBlueprint
2. Click “work”,
3. Click “cover letters”
4. Click “create cover letter” and label this cover letter as “Work Experience Cover Letter”
5. Copy the cover letter provided and change the information that is in bold with your own information
6. Export your cover letter and hand it in

Cover Letter
Template

Your return
address

123 -456 Williamshire Avenue
North Vancouver, BC
V7L 1H 2

Today's date

September 24, 2005

The full name,
position, and
address of
the reader.

Mr. Robert T. Smith
Human Resources Manager
The Gap Stores Ltd.
6273 Marine Drive
Park Royal North
West Vancouver, BC V7J 2K9

Salutation

Dear Mr. Smith

Paragraph #1
Why do you
want to work
for the
company

I am writing in response to your advertisement placed in the September 15th edition of The Vancouver Sun. In this advertisement, you state a need for a confident and energetic part time sales associate, preferably with experience in this field. I am replying to your request with hopes of securing such a position.

Paragraph #2,
why should I
hire you

Currently I am a *Grade 11 student at North Shore Secondary School*. I am a person who is responsible and extremely friendly, and feels comfortable around other people. Not only do I have an eagerness for new experiences, but I am also interested in the sales and marketing field as a career. I particularly enjoyed helping customers find the items that best suited them. My extra curricular activities include being involved in various drama productions; sports, such as soccer and baseball; and I hold a leadership role in the school's snowboarding and skiing club. I have volunteered at the school store, where we buy and sell merchandise including sportswear, school supplies and refreshments. I am familiar with all of the business and marketing aspects of this small, but profitable store.

Paragraph #3
What do you
want the
employer to do

As a regular customer of The Gap, I believe I would be an excellent sales associate and would appreciate having an interview at your earliest convenience. I am available to work weeknights and weekends. Thank you for your time and consideration. You may reach me for an interview at 604-988-8888. I have enclosed my resume for you to read and look forward to your call.

Closing

Sincerely yours,

Your name
typed

Aaron Jacobson
Enclosure

Cover Letter Rubric				
Criteria	Exceeds Expectations 4	Fully Meets Expectations 3	Meets Minimal Expectations 2	Not yet Within Expectations 1
Presentation and Format	<ul style="list-style-type: none"> The letter is professional in appearance contains no (or few) technical or formatting errors five paragraphs, inside and return address date salutation and closing signed signature 	<ul style="list-style-type: none"> The letter is neatly presented, easy to read, contains few technical or formatting errors five paragraphs date salutation and closing signed signature 	<ul style="list-style-type: none"> The letter is legible, Somewhat untidy Contains significant format & technical errors Four or five paragraphs Some formatted parts missing No signature 	<ul style="list-style-type: none"> The letter is difficult to understand Contains many technical and formatting errors Four or less paragraphs Several format parts missing No signature
Content	<ul style="list-style-type: none"> Language is professional Each paragraph contains sufficient and appropriate information and details. Asks for an interview and states where they can be reached Thanks reader. 	<ul style="list-style-type: none"> Language is relatively professional Each paragraph contains appropriate information and details. Asks for an interview Thanks reader 	<ul style="list-style-type: none"> Language contains some "relaxed" or casual language Paragraphs are somewhat lacking in appropriate information and details. Asks for an interview Thanks reader 	<ul style="list-style-type: none"> Language is too casual for a letter of application Paragraphs are lacking appropriate information and details. Does not ask for an interview May not thank reader
Process	<ul style="list-style-type: none"> Evidence of links between personal qualifications with those required for the job. Lists strengths Lists relative work/experience Demonstrates enthusiasm and suitability for the position 	<ul style="list-style-type: none"> Some evidence of links between personal qualifications with those required for the job. Lists relative work/experience Demonstrates enthusiasm and suitability for the position 	<ul style="list-style-type: none"> A few links between personal qualifications with those required for the job. Lists relative work/experience Demonstrates minimal suitability for the position 	<ul style="list-style-type: none"> Little or no evidence of links between personal qualifications with those required for the job. Demonstrates minimal suitability for the position