

## Cover Letter

### Slide 1

First impressions are important, in many cases your cover letter will be the first impression a potential employer will have of you. So you've got to catch their interest. This session will give you some basic tips to help you create a cover letter that will leave a lasting impression.

### Slide 2

A-I-D-A is a formula you can use when writing your cover letter that help encourage a hiring manager to pick up the phone and ask you to interview for the position.

A: means attention; you want to grab the hiring manager's attention right away.

I: means Interest, now that you have their attention you want to hold their interest.

D: means Desire, after reading your cover letter, you want the manager to have the desire to call you.

The final A: means action, now that you've created the desire, you want the manager to call you.

### Slide 3

Every cover letter should include the name of the position you are applying for. You should also mention where you saw it advertised. If you heard about the position through a friend or relative, let the employer know right up front.

### Slide 4

Add value to resume by laying out your key skills and accomplishments. Don't just repeat the information on your resume; let your cover letter show how your background is relevant to your resume. Your cover letter should be more personalized, and form a bridge between your resume and the position you are applying for. Use the cover letter to preview your resume.

### Slide 5

Before you start writing your cover letter, research the company; learn about recent news and events, its financial status or any corporate information. When you start writing your cover letter, you can include the information where you think it's appropriate. This will help you display your knowledge of the company, and show that you took the extra step.

### Slide 6

At the end of your cover letter, thank the reader and invite them to contact you.

Lay out your follow up plans, then promise to take action and do it.

### Slide 7

Before you submit your cover letter, check carefully for typos and if possible have someone else look it over for something you may have missed. And if you make changes, review it again!

Remember, your cover letter points out to an employer why you are a good fit. The best way to do that is by making it easy for the reader to come to that same conclusion.