

# Writing a **STAND OUT** cover letter

Taylor Rivers

# How important is a cover letter?

**VERY IMPORTANT!**

**No matter how in depth your resume is, it is not enough to tell your whole story to potential employers.**

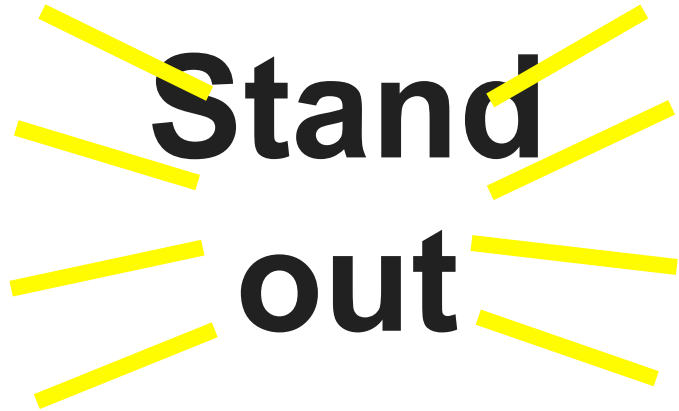
**A cover letter reveals glimpses into your personality that a list of achievements can't.**

**I don't care if your  
resume is dozens of  
pages of awards and  
sheer greatness,  
you've lost me."**

**-laura nelson,  
communications  
specialist**

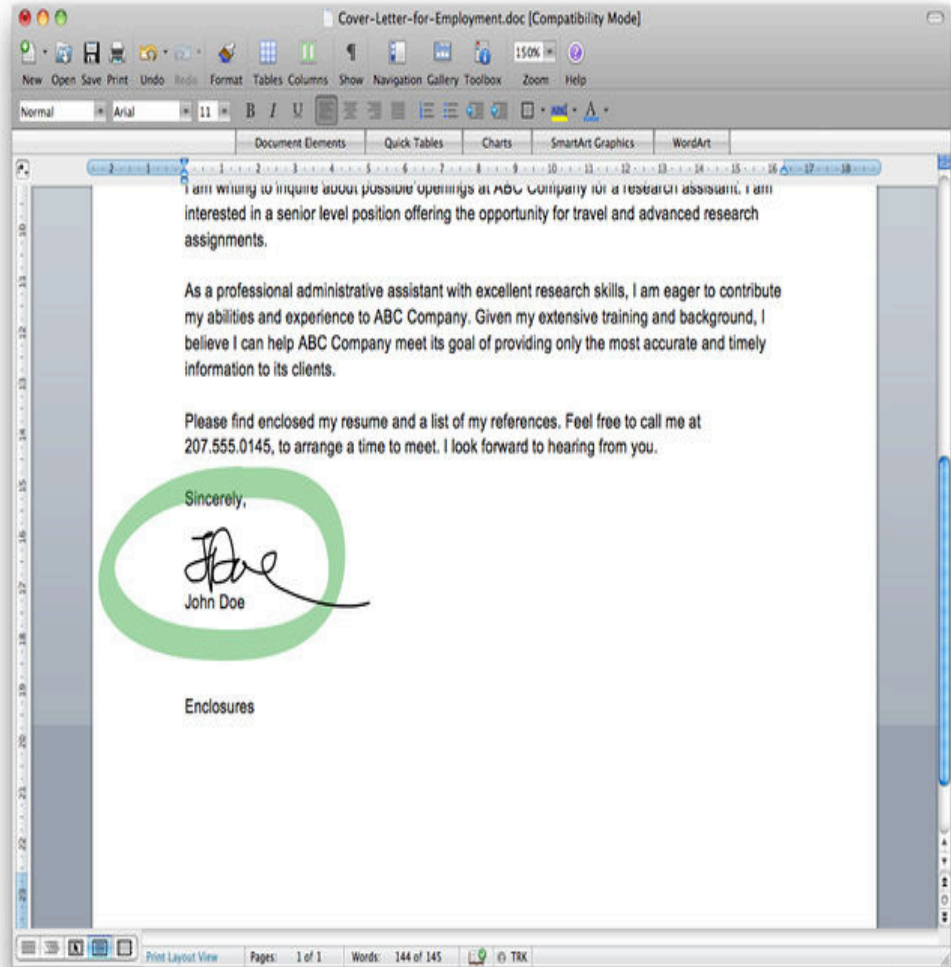
# steps to make your cover letter

**Stand  
out**



1. Address your letter to a named individual
2. Focus on the qualifications that make you fit for the job requirements
3. Be relatable
4. Mention that you will follow up with the employer...and then do!
5. Be clear and concise
6. Avoid Mistakes

Don't  
forget a  
handwritten  
n  
signature.



# Do's and Don'ts for digital/ emailed cover letters

## Do:

1. Include the position title in the subject line of the email
2. Make more concise
3. Align text to the left
4. Illustrate the impact you've made in past positions
5. Test before emailing to employer by emailing it to yourself or a friend first

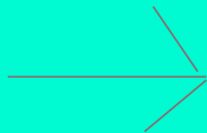
## Don't:

1. Use bold, underlined, or *italicized* letters
2. Use anything other than 12 point font
3. Don't simply state facts, but talk about things you have done that would exemplify these facts

**email cover letters,  
which means skills and  
ability. Embellishment  
and fluff are not  
necessary.”**

**-Diana Qasabiah, talent  
director at syndicatebleu**

Do  
this



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**Paige Ferguson**

1 Main Street  
New Cityland, CA 91010  
Cell: (555) 322-7337  
example-email@example.com

Dear Mr. Dennis,

Looking for a dynamic Mobile Sales Professional? Search no further, because I am ready for the job. With over six years' experience as a Mobile Sales Pro, I will step in and make an immediate contribution to Flex Cellular's continued success.

You are seeking someone who can handle technical and customer service questions while maintaining a high sales volume, and that is exactly what I am prepared to do. As a Salesperson, I maintain extensive knowledge of all offerings and can quickly help customer select their best options. In addition, I am confident, outgoing, and reliable, which makes me a great fit for your team.

I look forward to meeting with you in person this week and discussing the details of this position. In the meantime, please find my resume attached. References are available upon request.

Sincerely,

Paige Ferguson

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**LINDA R. STATION**

1444 South Pinnacle Drive | Minneapolis, MN 55403  
M: 612.555.9982 | lstation@yahoo.com

Date:

(Contact Name)  
(Contact Job Title)  
(Company Name)  
(Company Address)  
(City, State, ZIP)

Dear Mr./Mrs./Ms. (Last Name):

As the owner of Best For You Coaching and formerly the Director of Corporate Learning and Development for Working World, I have many years' experience working through the tough transformations that individuals within companies experience due to economic shifts, management-union issues, and other internal-external obstacles to change. In fact, I have coached companies and individuals down the path of change, reducing individual resistance and revolutionizing corporate culture.

My philosophy is that the only effective change is organic and internal, whether we're talking about people or organizations composed of people. Using this as a foundation, and while working as a coach and executive, I assist individuals and their organizations who are striving to create an environment where we are free enough from fear that we can develop, explore and express our true capabilities. I bring this philosophy and belief to all that I do in an effort to "do good as you do well." I know that I can coach fundamental understanding about the importance of embracing change in your company.

If [company name] is looking for a visionary, insightful, forward-thinking change manager, I would be interested in speaking with you to discuss the value that my strengths and experience can bring to your company. I can be reached in confidence at the above telephone number or email address. I look forward to hearing from you.

With best regards,

Linda R. Station

Enclosure: Résumé



Not  
This  
S

Visual Big Data Analytics Real-Time Analytics for Big Data. - Pentaho.com/Big-Data - Visual Drag & Drop

Administrative Assistant - York University (Summer position)

Vanessa Hojda 10:20 PM (0 minutes ago)

to canadajobbanks.

Hi Kelly,

I found your ad at the Career Center the other day. I was wondering if the position was still available and if you could give me some more information about it. I've attached my resume and cover letter for your consideration.

Regards,

Vanessa



8765i.jpg  
33K View Download

HELLO  
I am applying  
for the  
Graphic Design  
position

## APPLICATION FOR EMPLOYMENT

I refer to the recent death of the Technical Manager at your Company and hereby apply for the replacement of the deceased Manager.

Each time I apply for a job, I get a reply that there's no vacancy but in this case I have caught you red-handed and you have no excuse because I even attended the funeral to be sure that he was truly dead and buried before applying.

Attached to my letter is a copy of my CV and his death Certificate.

Thank You! - gud morning

# Works cited

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Isaacs, Kim. "10 Common Cover Letter Mistakes." *Monster Career Advice*. N.p., n.d. Web. 15 Sept. 2016.

Martin, Emmie. "Why One Executive Says Your Cover Letter Is More Important Than Your Résumé." *Business Insider*. Business Insider, Inc, 22 Sept. 2014. Web. 15 Sept. 2016.

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