

## BADM 300

### COVER LETTER KEY POINTS

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### Cover Letters

To be considered for almost any position, you will need to write a letter of application.

Such a letter does the following:

- Introduces you
- Explains your purpose for writing
- Highlights a few of your experiences or skills
- Requests an opportunity to meet personally with the potential employer

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### What to Include in Your Cover Letter

- Try to limit your letter to a single page. Be succinct.
- Assess the employer's needs and your skills. Then try to match them in the letter in a way that will appeal to the employer's self-interest.
- As much as possible, tailor your letter to each job opportunity. Demonstrate, if possible, some knowledge of the organization to which you are applying.

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### What to Include in Your Cover Letter



- Write in a style that is mature but clear; avoid long and intricate sentences and paragraphs; avoid jargon. Use action verbs and the active voice; convey confidence, optimism, and enthusiasm coupled with respect and professionalism.

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### What to Include in Your Cover Letter



- Show some personality, but avoid hard-sell, gimmicky, or unorthodox letters. Start fast; attract interest immediately.
- Arrange the points in a logical sequence; organize each paragraph around a main point.

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### How to Organize Your Cover Letter



#### Opening Paragraph

- State why you are writing.
- Establish a point of contact (advertisement in a specific place for a specific position; a particular person's suggestion that you write); give some brief idea of who you are (a Senior engineering student at UW; a recent Ph.D. in History).

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## How to Organize Your Cover Letter

### Paragraph(s) 2(-3)

- Highlight a few of the most salient points from your enclosed resume.
- Tap your reader's curiosity by mentioning points that are likely to be important for the position you are seeking.
- Show how your education and experience suit the requirements of the position, and, by elaborating on a few points from your resume, explain what you could contribute to the organization.
- (Your letter should complement, not restate, your resume.)

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## How to Organize Your Cover Letter

### Closing paragraph

- Stress action. Politely request an interview at the employer's convenience.
- Indicate what supplementary material is being sent under separate cover and offer to provide additional information (a portfolio, a writing sample, a sample publication, a dossier, an audition tape), and explain how it can be obtained.
- Thank the reader for his/her consideration and indicate that you are looking forward to hearing from him/her.

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## Questions to Guide Your Writing

- Who is my audience?
- What is my objective?
- What are the objectives and needs of my audience?
- How can I best express my objective in relationship to my audience's objectives and needs?

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## Questions to Guide Your Writing

- What specific benefits can I offer to my audience and how can I best express them?
- What opening sentence and paragraph will grab the attention of my audience in a positive manner and invite them to read further?
- How can I maintain and heighten the interest and desire of the reader throughout the letter?
- What evidence can I present of my value to my audience?

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## Questions to Guide Your Writing

- If a resume is enclosed with the letter, how can I best make the letter advertise the resume?
- What closing sentence or paragraph will best assure the reader of my capabilities and persuade him or her to contact me for further information?
- Is the letter my best professional effort?
- Have I spent sufficient time drafting, revising, and proofreading the letter?

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FIGURE 16.10

### An Effective Solicited Cover Letter

<p>164 Founders Ridge Court, Havana, FL 32333 850.794.7291 hennecr@fla.net</p> <p>May 15, 2013</p> <p>Mr. Jacob Garcia, Director of Human Resources Anchor Federal Credit Union Network 158 Anchor Loop Hialeah, FL 33151</p> <p><b>RE: Credit Union Marketing Specialist Position (Job Posting #831481805)</b></p> <p>Dear Mr. Garcia:</p> <p>My successes in attracting new credit union members would translate well into meeting the requirements of your Credit Union Marketing Specialist position. I am eager to speak with you by phone or in person to learn more about the position and explain how I can contribute.</p> <p>During nearly five years at Better Horizons Credit Union, I have excelled at many of the responsibilities you are seeking, including marketing to increase membership, leading the success of marketing activities, coordinating marketing events and efforts, and delivering presentations to current and potential clients. I have helped gain new credit union members by developing marketing campaigns with many of the techniques you are seeking, including event marketing, multiple, related programs, seminars, and online social networking.</p> <p>One of my most successful marketing campaigns occurred last year when I was given the responsibility of increasing membership among young professionals and university students. I developed strategies, an online social networking campaign, and seminars that resulted in approximately 85 new members. Our branch manager, Mr. Christine Russo, recognized this campaign as the most effective marketing effort during her 15 years at the credit union.</p> <p>During my time working at Better Horizons Credit Union, I have been highly promoted and given critical marketing responsibilities due to my leadership, initiative, creativity, and performance. I can make these same contributions to the Anchor Credit Union Network.</p> <p>Please call me at your convenience to arrange an interview. You can reach me at my mobile phone (850-784-7391) between 8 a.m. and 8 p.m. daily.</p> <p>Sincerely, <i>Helen Taylor</i></p>	<p>This cover letter is brief but focused, stating key abilities and attributes in a professional and confident manner. The body contains 257 words. The longest paragraph is 75 words. Recruiters are far more likely to read this letter.</p> <p>The letter demonstrates awareness of the needs of the employer and how her skills match those needs.</p> <p>This letter conveys a professional and confident tone.</p> <p>The closing statement is assertive and specific in requesting contact. Yes, it is not overbearing or pushy.</p>
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### Personal SWOT Analysis

#### Strengths (internal)

- Think about the abilities (technical skills) and attributes (people or soft skills) that you possess
- Write down a list of at least 3 abilities and 3 attributes that will be beneficial to you in searching for the industry or career for your future
- Elaborate on why and how these 6 skills are important in your job-seeking future

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### Personal SWOT Analysis

#### Weaknesses (internal)

- Think about the weaknesses that you have that could prevent you from being successful in securing the ideal job
- Write down at least 3 weaknesses: for example, we have discussed fear of public speaking or lack of time management skills
- Elaborate on why and how these weaknesses could hold you back

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### Personal SWOT Analysis

#### Opportunities (external)

- Think about and write down at least 3 opportunities that you are or may be presented with that will further your career
- Explain what these opportunities are and how they will affect you. These are typically things that are outside of you: great industry job market, chance to take advantage of advanced courses in your department, etc.

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## Personal SWOT Analysis



### Threats (external)

- Think about and write down at least 3 threats that may prevent you from moving forward in her future or being successful in obtaining the job you are after
- Consider how you can respond to these threats - are there ways that you can create or utilize opportunities to mitigate these threats?

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