



Centre Partenaires pour l'emploi
Partners for Employment Centre

**YOUR RESOURCE AND YOUR EXPERTS IN
EMPLOYMENT**

GUIDE TO WRITE A WINNING COVER LETTER

2020

**EMPLOI
ONTARIO**

Cover Letter

How to make your cover letter a success? What is the important information to communicate in the paragraphs? If just the thought of writing a cover letter makes you hesitant, read this guide carefully. You will find little tips that will be very useful when writing your cover letter.

When submitting your application for a position, you usually need to attach a cover letter to your resume. Some call it the "presentation letter" or the "motivation letter." In some cases, employers don't ask to attach a cover letter to your application, however, it never hurts to send one. Your cover letter is an opportunity to showcase yourself and share relevant career points that were not addressed in your resume. It is also important to modify the cover letter to suit different styles of jobs.

This first contact with an employer looking for candidates is an opportunity to show that you have the qualities necessary to occupy the job offered. Your letter should convince the recipient to look at your resume and offer you an interview. The cover letter is therefore crucial to obtaining the much desired job.

In some cases, the cover letter is not used to apply for a position but to demonstrate interest in wanting to work in the organization in question. We can call it a "Cold-contact" cover letter. It is possible, even encouraged, to write a cover letter and attach your resume even if there is no job available. This will show the employer your interest and if they have a position to fill in the future, they will already have your contact details. Appendix C shows a "Cold-contact" cover letter written to express your interest to an employer.

Steps To Take Before Writing Your Cover Letter

- Always keep your resume and job posting handy
- Make sure you have enough information about the business (size, activities, customers, projects)
- The first source of information is the employer's website or Partners for Employment Centre website where you can find the job board with all the information on posted jobs
- Find out about the nature of the work and the duties specific to the job advertised
 - What are you really interested in about the company and the job offered ?
 - Is it a new experience, a challenge ? Where, on the contrary, are you familiar with this position ?
 - What experiences and skills do you want to highlight ? (Think about things that are different from your resume. This will make your file more dynamic)
- Make sure you have the name and title of the person to whom you should address your letter

This information is usually provided in the job posting. If necessary, call the company for details.

Content of the Cover Letter

You should make sure you have all the necessary elements in your cover letter. The second part is the most important one in the cover letter. It's in this paragraph that you will "sell yourself" to the employer and discuss all the elements that might catch their attention to guarantee you a place in an interview. See Appendix A and B for more detailed examples.

Heading

- Enter the date the letter was sent
- Indicate the name of the person for whom the letter is intended, their title and their full address

First paragraph

Mention how you heard about this job (from an ad in a newspaper or other publication, from an offer posted online, from someone you know, etc).

Second paragraph

- Briefly explain why you think you are the right person
- Explain how your education, work experiences, skills and the way you work meet the requirements of the job. The objective is to explain why your knowledge is interesting for the company
- Try to tailor and personalize your letter to suit the company and the position you seek
- Demonstrate the connection between the requirements of the job posting and your work experiences. This shows the employer your motivation and the seriousness of your approach.
- Demonstrate why you are the ideal candidate for the position to be filled
- Mention examples that you have not shared in your resume

Third paragraph

- Thank the recipient for taking the time to read your resume and letter
- Make it clear that you are available for an interview

Greetings

End the letter with a salutation; for example, "Please accept, Sir, Madam, my sincere greetings."

- There are different phrases of greetings that you can find in the Appendix in the sample cover letters. You can also search the internet to find the form of greetings that works best for you

Signature

- Write your name
- Sign your letter carefully
- Under the Attachment heading, mention the documents accompanying your letter; for example, your resume

Writing Tips

Take enough time to write. The first letters will take more effort, but you will gradually gain speed.

Tell the employer what you can do for them, how you can meet their expectations. Don't tell him about your needs.

Avoid writing a letter that is too generic. The recruiter expects you to tell them about the job they offer, the requirements that go with it, and your motivation for the specific position.

Demonstrate all the arguments that support your application, otherwise you will not be able to convince the recruiter. Pay special attention to transferable skills. Example : "I have been able to demonstrate my sense of innovation by contributing significantly to increase profits through new fiscal and financial strategies."

Avoid repeating the content of your resume here. The letter and the resume are complementary, not redundant. Take up your strengths by explaining to them and making connections with the job requirements.

Be precise. Indicate at the header what you are a candidate for.

Subject : Application for the position of Data Manager - YP12306

Make sure you follow the employer's instructions: some ask that the application be sent to a specific person, others ask you to specify certain details (your availability, for example).

Your letter should be neither too long nor too short. It is customary to keep 3 to 5 paragraphs on a single page.

Avoid stringing together several sentences starting with the same word: "I am interested in your business. I have a bachelor's degree in business administration. I have experience in project management."

Take care of the formatting of your letter. Indeed, this document reveals what type of employee you will be. Be sure to emphasize your professionalism: track down typos, language, mistakes (spelling, syntax and grammar).

Mistakes To Avoid


1. Believing that the cover letter is just a formality
2. Being content to repeat only the same information from the resume
3. Providing a cover letter that is too generic and without personalization
4. Using a too formal tone
5. Writing a letter that is too long which will not make the recruiter want to read it
6. Being too humble and boasting too much about your skills
7. Not logically structuring your letter
8. Not mentioning your interest in the position and the company
9. Making no reference to the employer
10. Seeking to be too original



Request Help Writing A Cover Letter

Need help or advice to write your cover letter ?

Resources such as Partners for Employment Centre are available to help you write or improve your cover letter.



Appendix A: Content Of A Cover Letter

First and Last name
Address and Phone Number
Email Address

Dated

Name of the person receiving the request
Title of person or department
Name of the organization
Address and contact details of the organization

Subject: Job title / Post number / Potential employment opportunities

Name of recipient of the application / Madam, Mr. / Selection committee,

Your first paragraph should mention how you found out about the position offered (newspaper, recruiter, etc.). Then, specify the position you would prefer to get in this company and briefly explain why you are the ideal person for the position. If you are interested in a position that is not currently available, ask when it would be appropriate to reapply. If someone forwarded the job to you, indicate it here.

Your second paragraph should demonstrate your interests in the organization by explaining why your knowledge meets their needs. You can use the information gathered during your research about the organization, such as their values and mission. This paragraph should also illustrate your skills by presenting examples from your previous experiences. It can also include your education, your accomplishments, your professional goals, as well as your personal characteristics. The important thing is to show that your previous experiences will contribute to the organization.

In your third paragraph, invite the organization to contact you with the necessary information. Request a company interview or simply thank the reader for taking the time to read your request. If you prefer, you can indicate that you will contact the company for a follow-up, but stick to your commitment.

Greetings (ex. Please accept, Sir / madam, my best regards.)

(Your signature)

First and Last Name

Attach: Any document included in the request

Appendix B: Cover Letter Example

Anne Lamarche
P.O. Box 3020, Hearst Ontario P0L 1N0
705-362-8956
Annelamarche10@gmail.com

December 17, 2020

Pat Cummings
Director of Social Services
Any Agency
1140 Principal Street
Hoboken, NJ 07030

Subject: Application for the position of Case Manager.

Dear M. Cummings,

I'm responding to your ad in The Star Ledger for a case manager. My interest is to continue and expand my professional career in motivating and guiding minors to achieve positive goals and personal dignity. It is this goal that prompted me to forward the attached resume for review and consideration.

Please note that I have directed and dedicated my efforts, both academically and through the Fordham University Cooperative Program, to working with minors and inmates, guiding them through innovative self-preservation programs. These programs required extensive communication and interaction with boards of directors, agency staff and the Neighborhood Watch campaign. In addition, I have acquired excellent client relations and communication skills, as well as a good knowledge of office procedures, in various full and part-time positions.

I would love to have a meeting to learn more about your work in Any Agency and how I could contribute to your success.

Please accept, M. Cummings, my sincere greetings.

Anne Lamarche
Anne Lamarche

Attach : Resume

Appendix C: "Cold-contact" Cover Letter Example

Chris Smith
P.O. Box 2222, Toronto, Ontario, P8N L0N
705-372-0021
chrissmith@hotmail.com

July 16, 2020

Pat Cummings
Regional Manager
Corporation
1140 Principal Street
Rochester, NY 14623

Subject: Potential employment opportunity in your company.

Dear M. Cummings,

The information displayed on your website suggests that you are an extremely progressive company with an eye for detail in the property sector and that is exactly why I am interested in working for you. With my expert knowledge of six years working in sales, I believe I can assist the company to evolve into the leading brand.

I am currently working at a construction company as a sales manager. In this role, I act as a mentor for a team of twelve and frequently monitor performance to generate sales within the field on a daily basis, in addition to keeping our sales and expenditure forecasts on target. I oversee a lot of the strategic movement within the sales department, too, and as a result of my open-minded approach, I have exceeded the company's ambitious sales targets by 20% year on year.

Not only do I have an indispensable skill set for sales and management, but I also have experience in the construction and property market. After graduating with an upper-second class degree in Planning and Real Estate, I have spent my career observing and identifying the performance of leading brands within construction and property. With my unparalleled industry insights, I have been extremely successful in securing sales and helping companies to the forefront of the market.

I would greatly appreciate the chance to arrange an interview to discuss potential job opportunities and the contributions I could make to the company. I look forward to hearing from you.

Please accept, M. Cummings, my sincere greetings.

Chris Smith
Chris Smith

Attach: Resume