



The Connection



The Guidelines for Writing a Cover Letter

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Cover letters are brief statements about how your skills correspond to the position you are interested in. They give you the chance to illustrate to an employer why you are a good match for the job. The goal of a cover letter is to get the employer interested enough to take a good look at your resume, and to get you one step closer to an interview. There are several situations where you would use a cover letter. It may be in response to an advertised opening (invited letter), or to contact employers referred to you through networking or informational interviewing (referral letter). There are many different types of cover letters:

Invited Letters are used when an employer has solicited the resume for consideration. This is often in response to a want-ad or publicized job listing. This style focuses on matching your qualifications to the advertised requirements of the position.

Uninvited (Cold-Contact) Letters are used to contact employers who have not advertised

or published job openings. The focus is on matching your qualifications to the perceived needs of the employer based on labor market research (finding employers who employ people with your skills).

Referral Letters are used when networking, in informational interviewing, and with employer contacts. In these situations, the effective job seeker will receive referrals to job opportunities. These referrals may be to a specific job opening (advertised or unadvertised), or to an employer who may or may not be hiring now. In a referral letter, mention the individual who provided the information about the company or job.

“T” Letters make it clear why you are qualified for a position. This style leads with an opening statement and then switches to bulleted columns that directly compare the requirements of a job and your corresponding qualifications.

Marketing Letters are used when you wish to target a certain organization, but you do not

have a contact that can personally introduce you to someone within the business. You can cover a large number of firms in a short time by using directory lists. Remember, though, that while this method will spread your credentials around, the odds of a return on your effort are low. It isn't very likely that your letter will land on a decision maker's desk just as a vacancy appears. These letters have their place in a job search, but they should not be considered the only approach to finding employment.

Note: The theory here is that a resume immediately identifies you as a job seeker and some secretaries are trained to send all resumes on to the Human Resources Department. However, some approaches get through using shorter letters with a resume attached. A critical step to using marketing letters is to *follow-up with a phone call* a week to ten days later.



Have you come to a “dead end” with your job search?

The Office of Job Training can help you.

Set up a time to meet with your counselor to discuss the “bare bones” of job searching!

Cover Letter Hints and Tips

Here are some hints and tips for your cover letter.

- Your name and address should appear at the top of the letter, followed by the date.
- Below the date, write the name and address of the person you are writing to. Always address the letter to a specific person by name and title. If you are unsure of the name or title, consider calling to politely ask the name of the hiring authority.

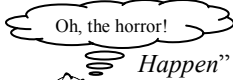
- State your interest in the job for which you are applying. Be sure to reference where you saw the opening.
- Mention relevant skills, special training, and work experience that qualifies you for the job.
- Provide a phone number and time you will be available so the employer can reach you. Make sure you're available when you say you will be.
- Thank the employer for taking the time to read your letter.

- Ask someone to proofread your letter for spelling and grammar.
- Keep it brief, usually no more than one page with 2 to 4 paragraphs.
- State a time when you will call the employer to follow-up.
- Structure the letter to reflect your individuality but avoid appearing too familiar, overbearing, or humorous. Remember, this is a *business* letter.



The Five Scariest Words

Yes, I Can and *I Will*: These can be the five scariest words in the English language because once said they define your commitment. For example, “*I will* do the report for John while he is out,” or “*I can* commit to extra hours during busy times,” or “*Yes, I* will help you on Friday’s project.”



They are the “*I’ll Make It Happen*” words. These five words say you are willing to take responsibility and be held accountable for the successful completion of a task. For example, when you say “*Yes, I’ll* have the infor-

mation you need by Friday,” you have stepped forward and made a commitment.

Commitments can be scary to many people, but they don’t have to be. At first, make commitments to accomplish tasks that you are confident you will succeed in. Then build on those successes with commitments that stretch your capabilities. Don’t be afraid to ask for help when needed. The skills you learn from your accomplishments will help you throughout your life.

Reference to: www.teachingmoments.com



Every day do something that will inch you closer to a better tomorrow.

Doug Firebaugh

CHECK IT OUT!!

Lake Superior College

Fall Open House

Thursday, October 29

3-6 p.m.

2101 Trinity Road, Duluth

218-733-7601

1-800-432-2884 ext. 7601

Visit LSC’s website to learn more about Information Sessions held during Open House:

www.lsc.edu

MN Education Fair

Hosted on the:
Hibbing Community College Campus
Commons and Fine Dining Area

October 20th

9:30 a.m. — 10:30 a.m.

55 colleges are scheduled to attend

www.hibbing.tec.mn.us



Northeast Minnesota Office of Job Training

For more information about our available programs please contact one of our convenient locations near you!

AITKIN

Minnesota

WorkForce Center

321 Minnesota Ave. N.

(218) 927-5623

CLOQUET

Minnesota

WorkForce Center

715 Cloquet Ave.

(218) 878-4414

DULUTH

Minnesota

WorkForce Center

320 W. 2nd St

(218) 726-2724

GRAND RAPIDS

Minnesota

WorkForce Center

1215 SE 2nd Ave.

(218) 327-4480

HIBBING

Minnesota

WorkForce Center

3920 13th Avenue East

(218) 262-6777

INT’L FALLS

Rainy River community

College

1501 HWY 71

(218) 283-9427

Lake Superior College

2101 Trinity Road

Duluth, MN

(218) 733-7629

Career Center

4927 Matterhorn Drive

Duluth, MN

(218) 733-0401

VIRGINIA

Minnesota

WorkForce Center

820 North 9th St.

(218) 748-2200

(800) 325-5332