

COVER LETTER FORMAT & CONTENT

Your Address
City, Province, Postal Code
Phone Number
Email Address

Date

Name of Contact Person
Title
Organization
Street Address
City, Province, Postal Code

Dear (Contact Person's Name):

OPENING PARAGRAPH: Catch their attention (context & interest)

Capture the reader's attention. Introduce yourself by highlighting your background. Talk about your education, why you're interested in the position, and how you heard about the job. Explain why you're writing, including the title of the position you're applying for. You should demonstrate some evidence that you've done research about the company and have some knowledge of the industry BUT DO NOT cite facts from their website! Make sure to make a clear link between your interests/experiences and theirs.

MIDDLE PARAGRAPH(S): Show you are qualified (substance)

To write this section your starting point should be the job description for the position you're applying for. Match qualifications from the job posting to your skills/experiences (see "Deciphering the Job Posting"). Highlight your key skills, qualifications, background, personality traits, areas of knowledge and expertise. Provide evidence of those qualities (tell a story of when you used some of the skills they require). Explain why they should hire you.

CLOSING PARAGRAPH: Call to Action

Emphasize your keen interest in speaking/meeting with them. Explain how you can be contacted and suggest possibilities for follow-up. Focus on what you can give them and re-iterate why they would benefit from hiring you. On a printed cover letter you should sign your name. On a cover letter send electronically, it is acceptable to just type your full name after the closing greeting and not include a signature.

Sincerely,

Your signature

Your typed name

ADVANCED IMPACT

- ✓✓ Make sure the tone of your letter is professional, positive and enthusiastic
- ✓✓ Ensure you have followed the rules of good English writing: clear, concise, well-written sentences, no spelling, grammatical or punctuation errors, rich and natural language
- ✓✓ Write sincerely so that the employer can't wait to turn the page and read your resume.
- ✓✓ Your letter should distinguish you from the other candidates.
- ✓✓ The letter is reader-centered; focused on what you can give them, not what they can give you.
- ✓✓ Ensure your letter is targeted to a specific employer and position, and that you linked your examples and experience to the job description.

Sample Cover Letters

145 Elm Street
Cambridge, Ontario
N0L 1R4
(519) 884-1111

June 12, 20XX

Terry Smith
Co-ordinator, Service Division
Univ Company
123 Main Street
Guelph, Ontario, N2G 2W3

Dear Terry Smith:

Previous experience working in a fast paced, client driven environment has provided me with the skills you require to be successful in the position of Assistant Coordinator, posted on the Recruit Guelph website on June 10th, 20XX. I am truly excited about this opportunity as Univ Company is an organization that has not only grown 45% in the past 2 years but is seen as a leader in the field of client vocational support.

During the last 2 years of my Bachelor of Science degree I have been working for Access Client Services, a fast paced office that assists clients with their employability skills. In this setting, I ensured that clients were greeted appropriately and that records were kept up to date, filed properly and organized based on their appointment type. It was also my responsibility to complete the initial intake on clients, whereby, I utilized my oral and written communication skills, as well as detailed knowledge of relational databases and word processing software to ensure that appropriate information was obtained and documented.

As well, throughout my university career, I was a member of the Varsity Volleyball team. This experience, as well as others, has honed my skills in working with others to achieve a common goal. This past year, my teammates voted me Captain, not only for my winning attitude but also for my ability to motivate and lead the team.

I would appreciate the opportunity to discuss my qualifications with you further. I will contact you within the week to ensure that you received my application and to answer any questions that you may have.

Sincerely,

Jane Doe

Jane Doe
encl.

145 Elm Street
Cambridge, Ontario
N0L 1R4
(519) 884-1111

June 12, 20XX

Terry Smith
Co-ordinator, Service Division
Univ Company
123 Main Street
Guelph, Ontario, N2G 2W3

Dear Terry Smith:

Previous experience working in a fast paced, client driven environment has provided me with the skills you require to be successful in the position of Assistant Coordinator, posted on the Recruit Guelph website on June 10th, 20XX. I am truly excited about this opportunity as Univ Company is an organization that has not only grown 45% in the past 2 years but is seen as a leader in the field of client vocational support. The following is a list of skills and accomplishments that satisfy the unique requirements of this position:

- Bachelor of Science degree obtained from the University of Guelph
- 2 years experience at Access Client Services in an intake/receptionist role assisting clients with their employability skills
- Well developed organizational skills obtained through detailed records management and administration of front office
- Advanced knowledge of relational databases and word processing software
- Exceptional oral and written communication skills developed through conducting intake assessments and detailed debriefing sessions with professional staff
- Voted as Captain of Varsity Volleyball team by team members. An honour bestowed on an individual that not only works with the team, but is able to lead as well.

I would appreciate the opportunity to discuss my qualifications with you further. I will contact you within the week to ensure that you received my application and to answer any questions that you may have.

Sincerely,

Jane Doe

Jane Doe
encl.

145 Elm Street
Cambridge, Ontario, NOL 1R4
(519) 884-1111

June 12, 20XX
Terry Smith
Co-ordinator, Service Division
Univ Company, 123 Main Street
Guelph, Ontario, N2G 2W3

Dear Terry Smith:

Previous experience working in a fast paced, client driven environment has provided me with the skills you require to be successful in the position of Assistant Coordinator, posted on the Recruit Guelph website on June 10th, 20XX. I am truly excited about this opportunity as Univ Company is an organization that has not only grown 45% in the past 2 years but is seen as a leader in the field of client vocational support. The following is a list of skills and accomplishments that satisfy the unique requirements of this position:

Your Requirements

My Qualifications

Exceptional Organizational Skills

Managed front desk and all records management at fast paced client driven office with 15 professional staff members and an average of 40 calls an hour

Oral and Written Communication Skills

Interviewed clients to obtain information related to their case and effectively referred and communicated needs to Physiotherapists, Nurses and Vocational Counsellors

Work as a Member of a Team

Member of the Varsity Volleyball team for 3 years, with the final year being voted as Captain

University Degree

Bachelor of Science degree obtained from the University of Guelph

2 Years Related Experience

Employed at Access Client Services from 20XX – 20XX as an Intake Worker/Receptionist

I would appreciate the opportunity to discuss my qualifications with you further. I will contact you within the week to ensure that you received my application and to answer any questions that you may have.

Sincerely,

Jane Doe

Jane Doe

KATE MADIERA, BEng.

1-11 Hope Crescent
Burlington, Ontario, L1L 1L1
(905) 555-1111 • kmadiera@gmail.com

August 15th, 20XX

Mr. Frank Logan
President
Recruit Canada
125 Marsden Street
Toronto, Ontario M1M 1M1

Dear Mr. Logan:

I was speaking recently with your colleague, Jane Marsh, who mentioned that your firm is in need of a reliable professional, capable of delivering accurate administrative assistance. Assisting organizations in their pursuit of exceptional employees, especially in the engineering field, is something in which I feel passionate. I'm a dedicated customer service provider with excellent computer and data management skills.

I have been commended by previous employers for my problem-solving style that I apply to every situation. I have solved numerous concerns, from time planning to process improvement needs. Focused on positive outcomes, I am proficient at researching solutions through electronic means as well as in relevant reports and publications.

During my experience with ACCESS, I was responsible for meeting the recruiting needs of organizations, specifically with internationally trained professionals. Through careful assessment of skills, knowledge of technical requirements and a careful approach, I was able to successfully match prospective employees to organizations with a success rate of 78%. As well, as a dedicated team member, I was able to help streamline many processes that contributed to ACCESS increasing its profitability by 21% in 2 years. In 20XX, I completed my Bachelor of Engineering degree from the University of Guelph. I have since recognized that my talents for observation, creativity and detail would be better applied in more direct customer interaction, specifically recruitment.

I would welcome the opportunity to meet with you for a personal interview to further discuss how I may benefit Recruit Canada. I can be reached at your convenience at (905) 555-1111 or by email at kmadiera@gmail.com. I will make a follow-up call in a week to ensure you have had an opportunity to review my resume. Your time and consideration of this is appreciated

Sincerely,

Kate Madiera

Kate Madiera
encl.

Marshall Dale

100 Neeve Street • Guelph • Ontario • N1N 1N1
519-555-2345 (home) • 519-555-1234 (cell) • mdale@gmail.ca

May 29, 20XX

Ms. Sandra Cummings
Hiring Manager, Bountiful
241 Front Street
Toronto, Ontario, M1M 1M1

Dear Ms. Cummings:

When I discovered the position of **On-line Direct Marketing Representative** on the Bountiful website, I wasted no time in applying. My experience coupled with a degree from the University of Guelph in Marketing Management provides me with exceptional skills in successful market strategy conceptualization and implementation. Please accept my enclosed resume and this letter as my application for this position.

As a result of these experiences, I can offer you the following qualifications:

- Two years direct On-line Marketing experience
- Solution focused with the ability to meet multiple strict deadlines
- Trend and consumer behaviour analysis developed through Michael, Weill & Waller marketing firm that has allowed for cost effective and extensive product development
- The ability to create cost effective e-CRM marketing systems
- Solid technical expertise in the areas of computer/Internet development software and design

I would quickly use my creative and intuitive approach to directly enrich my team while contributing to Bountiful's profit. Through my career, I have demonstrated an uncompromising attitude and a work ethic that stands alone and I go far beyond the "9 to 5" work mentality.

I look forward to meeting with you soon to further discuss how I can contribute to the ongoing success of Bountiful.

Sincerely,

Marshall Dale

Marshall Dale

30 Rivercrest Road
Toronto, Ontario
M6S 4H3

August 12, 20XX

Mr. Michael Hough
Hough, Stansbury, and Woodland Limited
63 Galaxy Boulevard, Unit #1
Rexdale, Ontario
M9W 5R7

Dear Mr. Hough:

I am writing to you in response to your firm's advertisement in the Globe and Mail for a Landscape Architect. I am quite familiar with your firm's projects and your writings regarding innovative open space and low maintenance design.

My own professional ambitions are focused on participatory design and urban open space as well as native plant restoration and management. To this last pursuit I am currently a wildflower gardener presiding over approximately 75 herbaceous and woody plant species native to Southern Ontario. My current work experience has increased my knowledge of native plants in terms of their aesthetic, functional, and bioengineering capabilities.

My current contractual employment will have run its due course by September and I am therefore, seeking a new position. I am sure that my experience and skills can be used to the advantage of your facility. My motivation to succeed should serve to complement your staff and enhance customer relations. I can be reached at (416) 555-1357, and look forward to meeting with you at a mutually convenient time. Thank you for your consideration.

Sincerely,

David J. Orsini

Enclosure

April 3rd, 20XX

123 Main Street
Elora, Ontario, N0B 1S0
highland@uoguelph.ca

Mr. John Gomez, Director
Student Housing Services
University of Guelph
Guelph, Ontario, N1G 2W1

Re: Position #045-091 – Assistant Director, Student Housing Services

Dear Mr. Gomez:

The accompanying resume is presented for your review and consideration for the position of Assistant Director, Student Housing Services. To further illustrate my qualifications, the following outlines the scope of my experience as it pertains to this position's specific requirements.

Your Requirements

- Bachelor's degree, or
- Four years of experience in lieu of degree
- Promote and develop educational programming and maintain extensive budget
- Supervise, develop and evaluate residence hall directors
- Develop departmental policies and procedures, manage area office including billing, occupancy and facilities records
- Assist in the development and leadership of departmental committees and serve as manager for student conduct cases

My Qualifications

- Master's degree in Clinical Counselling
- Eight years combined experience in residence hall administration and counseling capacities
- Plan develop and implement educational programs and manage an operational budget
- 3 years experience supervising and evaluating Residence Hall Directors
- Direct all aspects of front desk management and facilities maintenance operations
- Held a one year position as Vice President of Committees for the Student Government with the University of Waterloo

Thank you for your review and consideration. I look forward to speaking with you soon.

Sincerely,

Jasmine Highlander

Jasmine Highlander
encl.