

## COVER LETTER WRITING Cover Letters

### Parts of a Cover Letter

**Salutation** - Personalized with correct name or job title of hiring staff

**Examples:**

Dear Mr. Marques OR Dear Ms. Cruz OR Dear Hiring Manager OR Dear Hiring Committee  
*If you do not know the gender of the person you are writing to:* Dear Billie Holiday

**Introduction** - Identify the target position and communicate why you are interested in the position and company.

**The Body** - Explain how you match the job requirements by highlighting your relevant employability skills and knowledge going beyond your résumé and backing up your claims with proof. Focus on highlighting only 2-4 key skills or qualifications relevant to the role. (Can be 1 or 2 paragraphs)

**The Closing** - Indicate your availability at their convenience, contact information and any follow-up procedures. End with "*Sincerely*" or "*Regards*" and be sure to sign your name or use an electronic signature if emailing your document.

The image shows four vertical rectangular boxes, each representing a sample cover letter. Each box is labeled 'SALLY SAMPLE' at the top. The boxes contain various lines of text and shaded rectangular areas, indicating where different parts of the cover letter (like the salutation, introduction, body, and closing) would be placed. The samples vary in the number of lines and the placement of shaded areas, illustrating different formatting options.

### Cover Letter Introductions

#### Avoid these much worn out phrases

- I am applying for the position of... OR I am responding to your ad posted on April 18th...
- I believe that my skills perfectly match your qualifications/requirements...OR I read with interest....

*Adapted from Karen Schaffer's Hire Power*

#### Instead, start your letters by mentioning (check the one you would like to use):

- Why you are interested/passionate about the position, company, type of work, etc.
- How a specific value, skill or interest of yours fits with the company, position, type of work, etc.
- A quotation that summarizes something about your philosophy or values or endorses your qualifications
- A key accomplishment or qualification that will pique their interest
- The name of a connection that you have to the person or the company
- Where or how you have met this person before (if applicable)
- An information session or conference presentation you attended or something you learned in the research you conducted
- Introduce a "theme" that you bring to everything you do

## Examples (PLEASE DO NOT COPY ANY OF THE SAMPLES PROVIDED):

### Opening with an accomplishment

(1) As a 3-time winner of the Employee of the Month award at McDonald's, I am ready to deliver the "exceptional customer service and teamwork skills" that you mentioned in your advertisement in the June 23rd National Post for a Sales Representative at The Bay. It is the Bay's commitment to delivering the best possible customer experience that has inspired me to apply for this position, and I look forward to supporting that commitment.

### Name Dropping

(2) Angela Johnson, Assistant Manager of Customer Relations at Toys R Us, suggested I contact you, since she thought my proven track record of providing strong customer service in a high traffic retail environment, would be valued by Winners. In addition, she mentioned that Winners is looking for someone with a keen fashion sense and a knack for building rapport with customers. Those are two of my key strengths which I hope to bring to the retail sales team at Winners.

### Introducing a theme

(3) No matter what I do, from serving customers at a busy restaurant to working with fellow classmates on a project, a constant theme emerges: I am a person who is attuned to the unique needs of others. This quality makes me particularly well suited to working with children and youth. I would love the opportunity to serve the needs of the diverse children and youth at the East York Boys & Girls Club in the role of After-School Youth Mentor.

### Thesis statement

(4) My 3 years of progressive experience as a Reporter and Assistant Editor for my campus newspaper, exceptional attention to detail and my demonstrated passion for giving back to my community make me a strong fit for the position of Community Affairs Reporter for the Etobicoke Times Newspaper. I am excited at the prospect of contributing to "increasing the profile of Etobicoke's community issues" as part of the Municipal News team.

For additional résumé and cover letter resources including samples, please visit  
<http://careers.yorku.ca/students-and-new-grads/handouts/>