Lesson 2.5 Cover letter writing

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Learning Activities

- 1) Review of Lesson 2.4 & Resume review
- 2) Homework check:e-Portfolio & personal qualities
- 3) Cover letter writing
- 4) Homework



Review of Lesson 2.4

► Review of Lesson 2.4 – Job search & Job ad analysis

Resume review (5%)

Please double check your grammar and format!

Homework check

- 1. e-Portfolio
- check the samples, collect materials, and start working on it from today

2. A game:

Write 5 qualities of yourself and let your classmates guess who you are.

PROFILE

- Committed, engaging individual with well developed interpersonal skills
- Meticulous, organized and excellent time management skills
- Visionary, self-directed, self-motivated and self-determined
- Excellent communication and interpersonal skills
- Mechanically inclined with advanced dexterity
- Confident in both independent and team responsibilities
- Quick and eager to learn new skills and concepts
- Well organized and able to multi-task with strong attention to detail
- Able to work well in a team setting with minimal supervision
- Excels working under pressure, while meeting deadlines
- Strong problem solving skills; with an ability to think on my feet
- Hard worker, self-motivated, responsible, reliable and punctual
- Computer literate; Microsoft Word, Internet and e-mail with keyboarding skills
- Works very well independently and also in a team environment
- Dependable, reliable and flexible to work weekends and overtime
- Works well in a fast-paced environment while paying attention to detail
- Comfortable working with the public, answering questions and providing information
- Advanced active listening skills with an excellent memory
- Excellent communication and interpersonal skills
- Self-motivated and enthusiastic individual with a strong work ethic
- Possess a firm understanding of customer service and customer satisfaction
- Well organized and goal focused with strong attention to detail
- Responsible, Reliable, Punctual and Bondable
- Strong conflict de-escalation and mediation skills
- Patient and able to deal with irate customers in a calm and professional manner
- Driver's License and access to a reliable vehicle
- Ensured a sanitized safe and clean working environment

Cover letter writing

Discussion:

- ▶ What is a cover letter? Is it really necessary in job-hunting? Which is more important, resume or cover letter?
- ► How pages does a cover letter usually have?
- What is the differences between a resume and a cover letter?
- Are there any differences between Chinese cover letters and English ones?



Cover letter

- ▶ A cover letter, also known as a letter of motivation, is a letter you send along with your CV as part of your job application introducing yourself and asking them to consider your application. It's normally just one page – or 3 to 5 paragraphs.
- ▶ A cover letter introduces you in your own voice to the hiring manager, and is a chance to explain why you're applying and why the skills and experiences in your CV will really add value at the company and in the role.
- An effective and well-written letter makes it clear that you are highly interested in the role, and why.
- https://welovesalt.com/news/career-advice/is-a-cover-letter-necessary/

| Elizabeth Lynette | elizabeth@novoresume.com | 23 |
|---|-----------------------------------|-----------|
| VP, Finance & Operations | 123-456-0987 | 0 |
| | Sydney | 0 |
| To: | elizabeth-lynette.com | 0 |
| Doris Johnson | linkedin.com/in/elizabeth.lynette | in |
| Human Resources Manager Optimal Workforce Inc. 321 Employment Avenue Sydney, Australia | @elizabeth.lynette | 4 |
| Dear Ms. Johnson, | | |
| As the Vice-President of Finance and Operations at a national food chain, productivity and gaining an advantage when it comes to profit margins. M business units at varying stages of growth, from start-up to multinational | ly work spans companies and | 9 |
| With over 20 years of achieving profitability and long-term growth, I seek numbers closely to identify areas for improvement. I am known for enhan technology upgrades, implementing best practices, and improving employ | cing performance through | |
| Examples of my achievements include: | | |
| Drove successful launch of start-up organization through contemporar implementation, and developing go-to-market strategies to achieve 50 within my first three years. | | |
| Managed daily operations of a \$100M+ consumer goods department the products to Australia and New Zealand, improving profit margins by 14 | | |
| Proved a vital team member that conducted a complete leadership reorganization that resulted in a 10% improvement in productivity within the sales department and a 15% improvement within the technical team. | | |
| As a skilled professional with a CPA degree and a background in analyzing and improving sales numbers, I am confident I will prove an asset to your company and respectfully submit my application for your review. I would like to request a meeting to discuss how I can help meet your goals. I am available at your convenience and hope to hear from you soon. | | |
| Thank you for your consideration. | | |
| Sincerely, Elizabeth Lynette | | |

Importance of cover letters

- According to a recent study by <u>Resume Genius</u>, 78% of recruiters and hiring managers prefer applicants to submit a cover letter.
- ▶ While 25% of the 78% indicated a cover letter is 'very important' to them when deciding whether to invite an applicant for an interview or not.
- Just 6% of recruiters and hiring managers believed a cover letter is 'not at all important' when selecting candidates to interview.

Reasons to include a cover letter with your application!

- ▶ It's a chance to highlight your interest in the role
- Share your personal story and achievements
- Build a relationship with your prospective employer
- Explain a career gap on your CV
- Cover letters highlight your communication skills

Reasons not to include a cover letter with your application!

- ▶ When the job application states it doesn't require one
- When you are pressed for time No cover letter is much better than a poorly written one./ Tailor your cover letter to each position you apply for!
- When there is no place to upload one on the application platform
- ▶ When your cover letter is similar to your resume:

Your cover letter contains information that is relevant to your job application. It's an extension of your resume!

Cover letter samples

Chinese cover letters

English cover letters

Practice

▶ What would you write in your cover letter?

▶ Write an draft now

Homework

1. Write an English cover letter for a summer intern/ part-time position with the template given

2. Prepare for your e-Portfolio: Google site and more

Samples