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Introduction

In this module, we will guide you through the essentials of writing covering letter with the following steps.

1. What you should know about covering letter
2. Component of covering letter
3. Covering letter structure summary
4. Mistakes that cannot be made

» Go to next section -- What You Should Know About Covering Letter



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What You Should Know About Covering Letter

The covering letter is your first contact with your prospective employer. It is to tell them who you are, why you're contacting them, and to explain away any inconsistencies or peculiarities about your résumé and why you are the right candidate for them.

There are 12 tips
to let you know how you can do better in covering letter.

» 12 Tips of Writing Covering Letter





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What You Should Know About Covering Letter

Please click the blinking bullets to see all tips of writing covering letter.

Tips:



Tailor a covering letter for each company and each position that you are applying for. Do not send a standard one for every job.





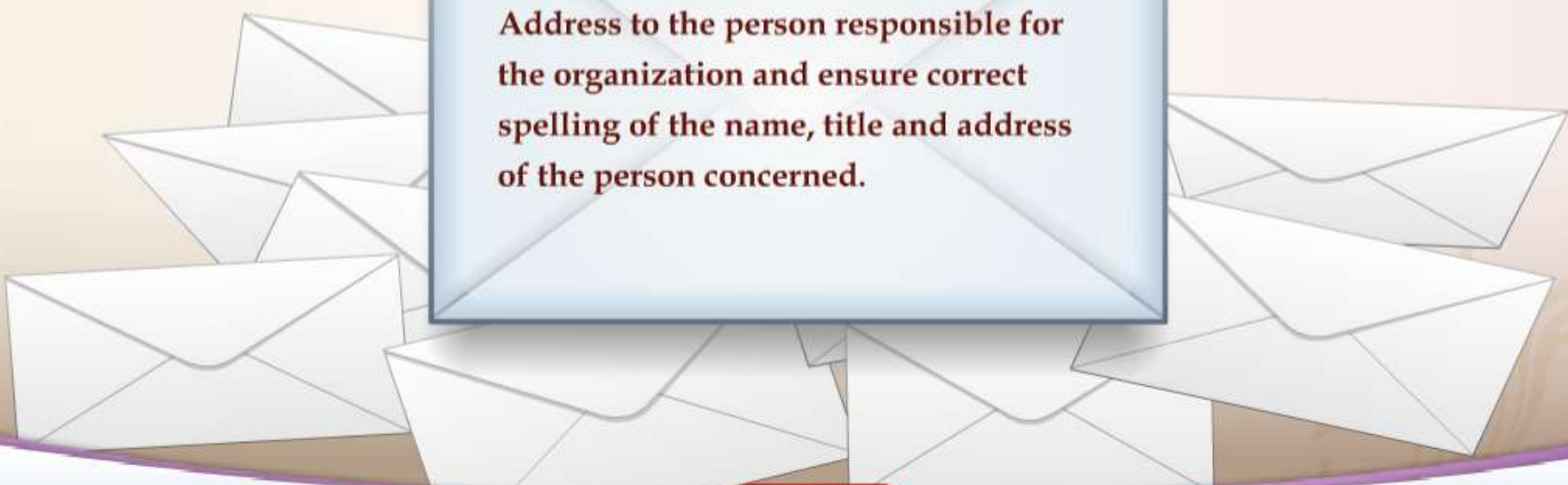
What You Should Know About Covering Letter

Please click the blinking bullets to see all tips of writing covering letter.

Tips:



Address to the person responsible for the organization and ensure correct spelling of the name, title and address of the person concerned.





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Tips:



Spell out clearly your aims, qualifications and experience with examples that meet the requirements of the post.





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Tips:



Emphasize and elaborate several strong points of yours as stated in your résumé.



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Tips:



Mention that your résumé is enclosed.





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Tips:



Be concise and clear.





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Tips:



Take a polite, positive, enthusiastic and confident tone.



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Please click the blinking bullets to see all tips of writing covering letter.

Tips:



Keep your letter neat, well-spaced and in short paragraphs.



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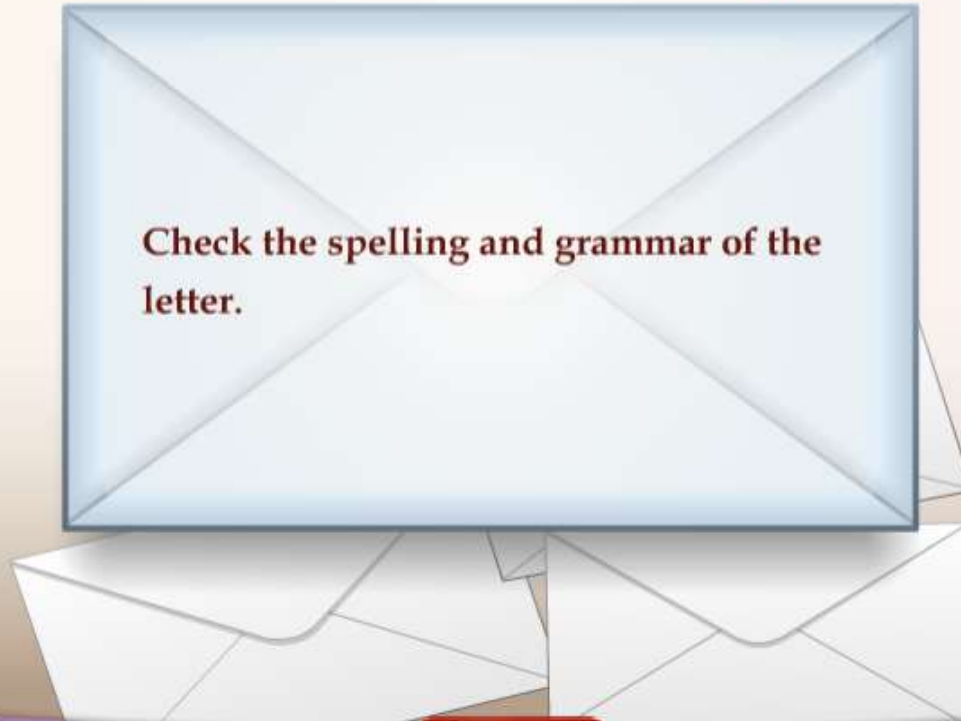
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Tips:



Check the spelling and grammar of the letter.





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Please click the blinking bullets to see all tips of writing covering letter.

Tips:



Confine your letter to one-page A4 white paper.



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Tips:



Print your letter on good quality paper and use a matching envelope.





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Tips:



Give your full name in the covering letter and remember to sign the letter.

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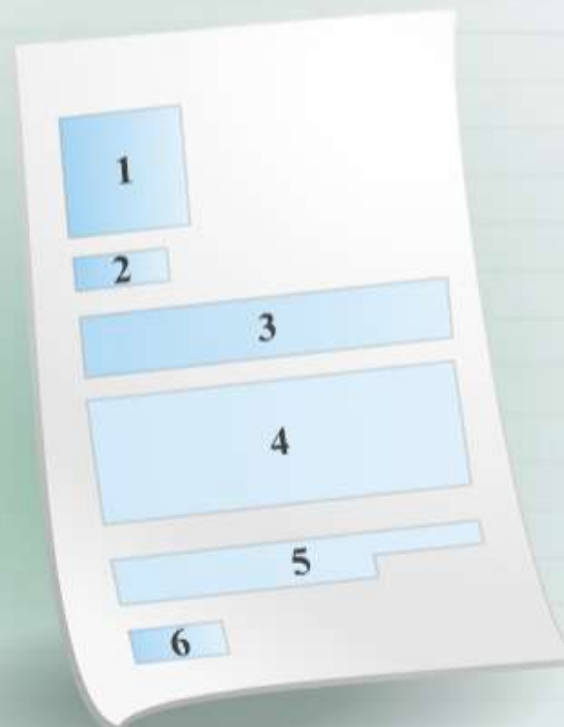




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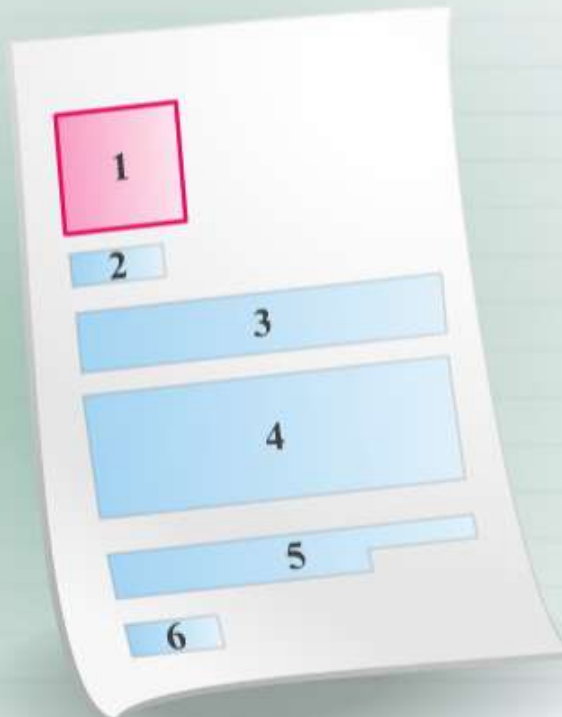
In this section,
a suggested format of covering letter
will be shown. You can click each part to
see what should be included in covering
letter.

» Start





Component of Covering Letter



Name and address

Your name and address on the covering letter should be the same as the one on your résumé.

Next comes the address of the person you are writing. Normally, you have to list the following information (if any) in this order:

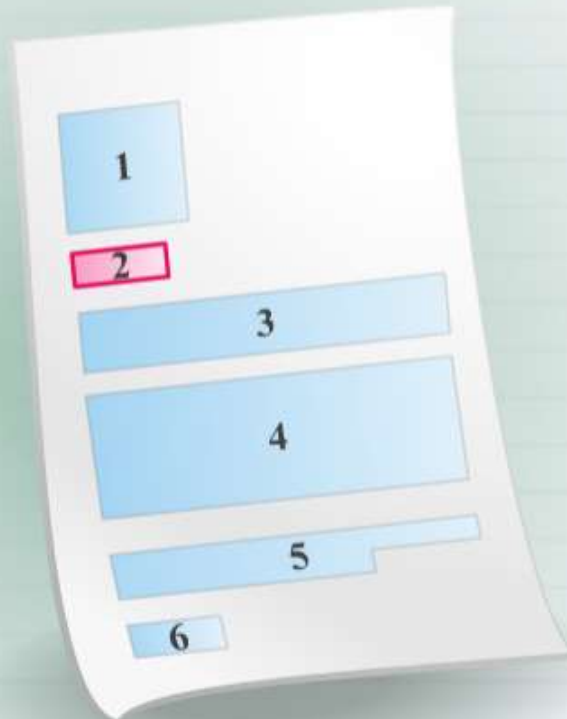
- **Name of Contact**
- **Title of Contact**
- **Company Name**
- **Company Address**

If you don't know who you are addressing, you may consider the following solutions:

- **To whom it may concern**
- **Dear Sir or Madam**
- **Good Morning**



Component of Covering Letter



Date

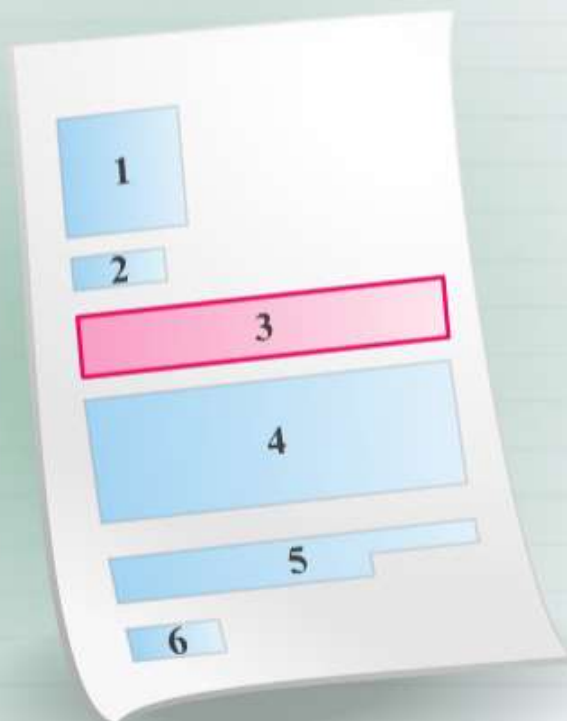
Placement of the date could be left justified or right justified. Avoid writing a date only in number, which is confusing. **For example, 2/8/10 is referring to 8 Feb 2010, or 2 Aug 2010?**

If you don't know whom you are addressing to, you may consider the following solutions:

- Dear Sir or Madam
- Dear Manager
- Dear Recruiter



Component of Covering Letter



First Paragraph

A simple and catchy statement tells the reader why you are contacting them and how you came to know about the position followed with a brief introduction of yourself and why you want the position.

Here is the possible structure for first paragraph.

I am writing in response to ... (Position and advertisement)

I am a (your identifying characteristic)

I am a (your profession)

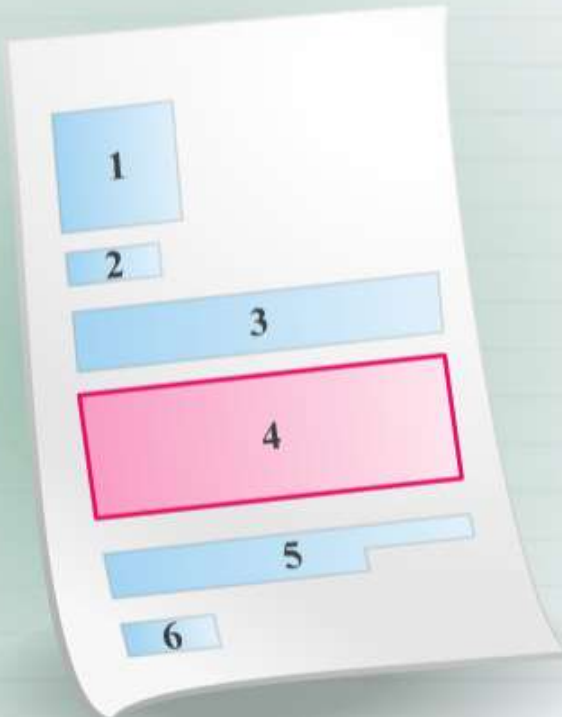
I have (your years of experience or education)

I have worked in (your area of expertise)

I am interested in (the position you are looking for)



Component of Covering Letter



Middle Paragraph

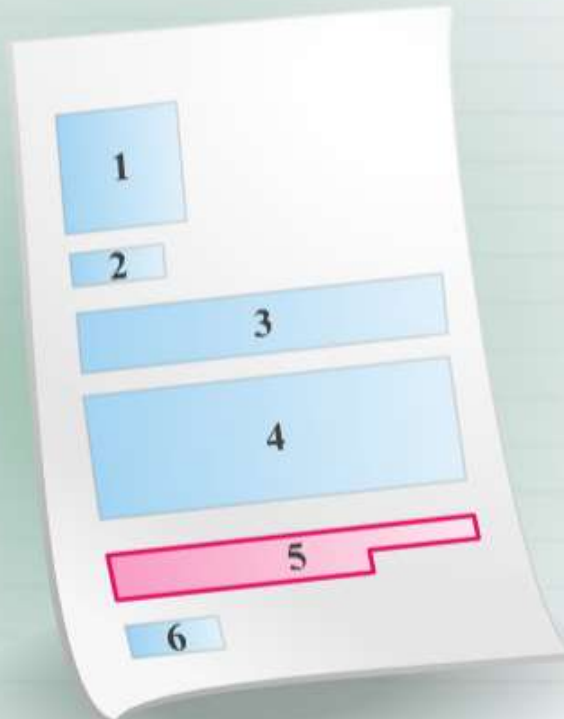
The middle paragraph allows you to move beyond your initial declarative sentences, and into more expansive and revealing statements about who you are and what skills you have for the job. This is another opportunity to explicitly summarize key facts of your job history. The middle paragraph also offers you the opportunity to mention any connection or prior experience that you have with the company.

Tell the employer in this paragraph now, based on concrete references to your previous performances, you will perform in your desired position.

Comments should be backed up by specific references. Try something along the lines of **"My post-graduate degree in marketing, combined with my four years of retail bicycle sales would make me a valuable asset of Gwinn Cycles' marketing team."**



Component of Covering Letter



Final Paragraph

The final paragraph is a round up of the covering letter. This should be the shortest paragraph of the letter. Thank you message and wrap up of the covering letter are suggested to be included in this paragraph.

Here are some samples of thank you sentences.

Thank you for your time.

Thank you for reviewing my qualifications.

Thank you for your consideration.

Thank you for your review of my qualifications.

Here are some samples of note of confidence in a call back.

I look forward to your reply.

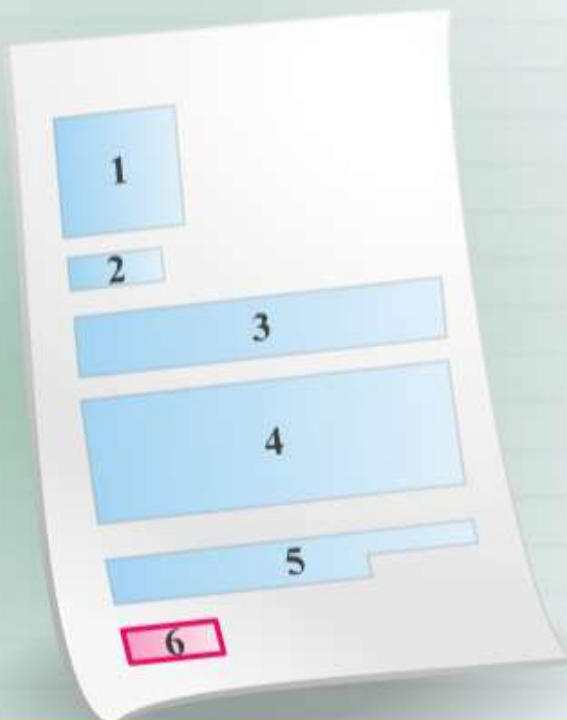
I look forward to hearing from you.

I look forward to your response.

I look forward to your call.



Component of Covering Letter



» Covering Letter Structure Summary

Signature

You may use one of the following before signature

» Faithfully

vs

» Sincerely

Please click to see what is the difference between Yours faithfully and Yours sincerely.



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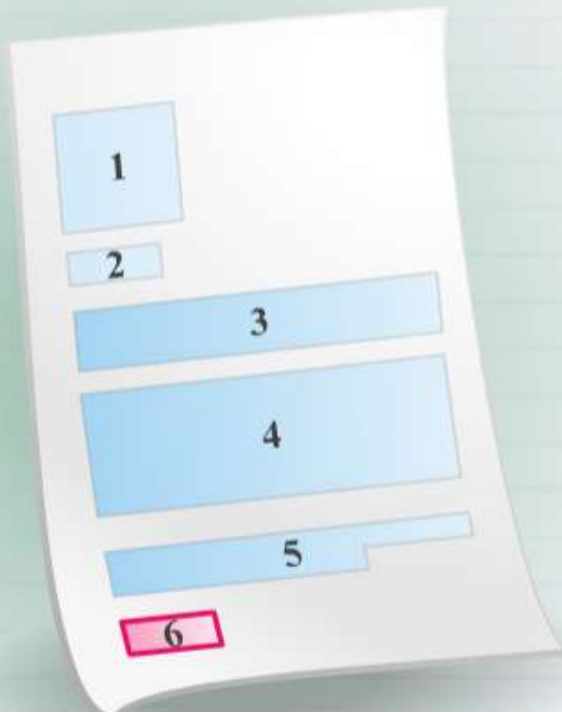
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» Covering Letter Structure Summary

Signature

You may use one of the following before signature

» Faithfully

vs

» Sincerely

Yours faithfully

It is used when the recipient is not addressed by name, as in a letter with a "Dear Sir" or "Dear Madam" salutation.

Please click to see what is the difference between Yours faithfully and Yours sincerely.





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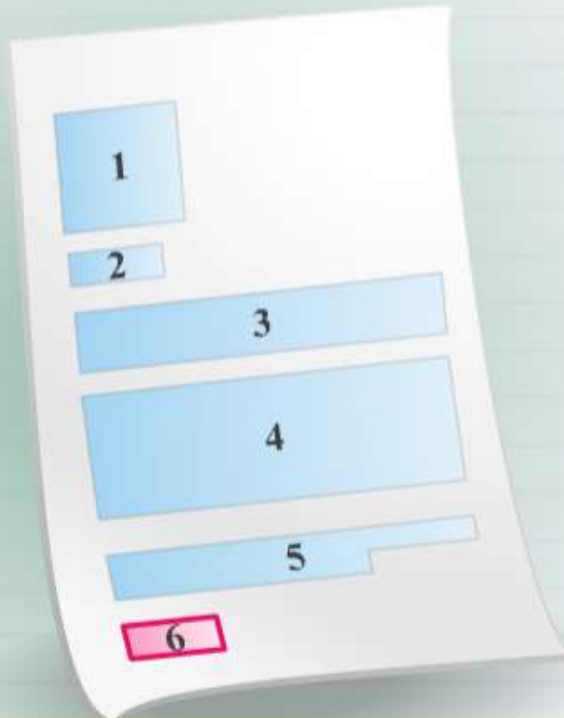
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Signature

You may use one of the following before signature

» Faithfully

vs

» Sincerely

Yours Sincerely

Yours sincerely is used when the recipient is addressed by name and is known to you to some degree. When the recipient's name is known, but not previously met or spoken with, some people prefer the use of the more distant Yours faithfully, but most prefer to use Yours sincerely.

» Covering Letter Structure Summary

Please click to see what is the difference between Yours faithfully and Yours sincerely.



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Covering Letter Structure Summary



<Your Name>

<Your Address>

<Your Email Address>

<Your Phone Number>

<Contact's Name>

<Contact's Title>

<Contact's Department>

<Company's Address>

<Date>

Dear <Ms / Mr Contact> / <Sir or Madam>

The first paragraph is to introduce yourself briefly and tells the reader how you know about the job. It's the place to give the first impression to the reader about your sincere, researched knowledge of their company to demonstrate that you are a worthy applicant and entice them to read further.

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Covering Letter Structure Summary



<Date>

Dear <Ms / Mr Contact> / <Sir or Madam>

The first paragraph is to introduce yourself briefly and tells the reader how you know about the job. It's the place to give the first impression to the reader about your sincere, researched knowledge of their company to demonstrate that you are a worthy applicant and entice them to read further.

The middle paragraph tells more about yourself, especially focuses on presenting why you are an ideal match for the job by summarizing your relevant experience and academic background, as well as your personal qualities which are matched with the job. You may also take the chance to clarify anything unclear on your resume.

The last paragraph includes a thank you message and you look forward to their reply.

Yours sincerely/ Yours faithfully,

<Your signature>

» Go to next section -- Mistakes That Cannot Be Made



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Mistakes That Cannot Be Made

-Do not send out the same covering letter for different jobs.

Covering letter should be customized to show how you match with the particular requirements of the job.

-Covering letter should always be personalized.

To whom it may concern is not appropriate to use in covering letter.

-Covering letter should not be too long.

It should be limited to one page with 3 to 4 paragraphs.

-Spelling and grammatical mistakes should never be found in your covering letter.

Make sure your covering letter is spell-checked, grammar-checked and proof read by someone else.

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