EA Cover Letter Guide

Don't repeat your résumé

Cover letters are meant to compliment your résumé by highlighting your personality, curiosity, association with the organization's vision and an interest in the field you are applying to work in.

Keep it short

Try to be succinct in your message and focus more on how the company can profit from your skills in hiring you for the position. The cover letter should contain three main questions:

WHAT

The WHAT basically summarizes your experience, tells the reader what you have done in the past, what you can do in the future, what your talents, and skills are. This is certainly important to know for the reader but much less important than the WHY and HOW. You already answered a huge portion of the WHAT question in your resume in detail.

HOW

This question is already much more important than the WHAT question. It explains how you helped your past organization, how you can help in the future and how you are going to do this. It basically gives more understanding and uniqueness to your WHAT so people can understand it better. It also provides more meaning to the reader or listener because it's about them, not about you.

WHY

This is the most important part of your messaging if you and the reader connect on some level. Almost nobody uses it, mainly because either they don't understand it or are uncomfortable about it. The WHY talks about your 'value systems'. Why you do what you do, why you do how you do it and why the company should hire you out of thousands of other applicants.

Contact Research

When addressing the cover letter, try to find out the hiring manager's contact information or address it to human resources. This can be accomplished by making a call and finding out who heads the specific department that you are applying within. Do some research on LinkedIn, Google, Twitter, Google Plus, Facebook, etc. and find out as much as you can about the goals, vision, values, personality, interests, experience, ideas and opinion of this person. Then write the message about them, not about you.

Company Research

Before you start writing, find out more about the company and the specific job you want. Look at the company's website. Find out what challenges the company is facing and how your role would help address those. Knowing the company better also helps you decide on the right tone to use in your cover letter. It's important to customize your cover letter to the company culture if this is possible.

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Principles to Remember

Do:

- Have a strong opening statement that makes clear why you want the job and why you're right for it
- Be succinct — a hiring manager should be able to read it at a glance
- Share an accomplishment that shows you can address the challenges the employer faces

Principles to Remember

Don't:

- Try to be funny — too often it falls flat
- Send a generic cover letter — customize each one for the specific job
- Go overboard with flattery — be professional and mature

For more information on Cover Letters and examples please click on the following link:

http://employmentguide.com.au/Resume/Job-Cover-letter/Resume-Cover-Letter-Sample-format.html

Adapted from:

http://www.jordico.com/how-to-create-a-powerful-cover-letter-that-gets-you-an-interview/
http://www.forbes.com/sites/sethporges/2012/08/29/6-secrets-to-writing-a-great-cover-letter/
http://blogs.hbr.org/2014/02/how-to-write-a-cover-letter/