

Cover Letter Toolkit

Our Centres in North Sydney, Baddeck and Ingonish are dedicated to assisting clients with their employment needs.

North Sydney: (902) 794-7213

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EMPLOYMENT SERVICES CENTRE

What is a Cover Letter?

A cover letter is a formal introduction to your resume and accompanies it when applying for a job.

Who Needs A Cover Letter?

Everyone who sends out a resume should include a cover letter. Your cover letter must always be targeted to the position you are applying to.

Purpose of the Cover Letter

It is more than likely the first contact you will have with a potential employer. It allows you to explain to the employer why he/she should hire you, keeping in mind that a potential employer only wants to hear what you can do for them and not what they can do for you. Your goal is to prove you are what the employer is looking for.

A good cover letter will prompt the employer to read your resume and hopefully invite you in for an interview. A bad cover letter or no cover letter, is enough to lead an employer to move on to the next applicant.

How to Get Started

Your job description is your **secret weapon** – they are telling you exactly what they are looking for!

TIP: Turn your job description into a bulleted outline. Respond to each requirement using skills, experience and accomplishments, making it clear that you are the person the company is looking for. Provide evidence of your qualifications.

Targeting Your Cover Letter

- Tell the employer why you would be valuable to the company, how you can deliver results.
- Back up your skills with accomplished statements relating to the position and company's goals from your past experiences.
- Address the letter to a specific reader.
- Include your objective, accomplishments and your interest in the position. This shows you took the time to read and learn about the position.



Your Name
Your Complete Mailing Address
City and Province
Postal Code
Phone Number (skip 2 spaces)

Date (skip 2 spaces)

Employer's Name
Employer's Title
Name of the Organization
City and Province
Postal Code (2 spaces)

Re: Job Number or Position Title in bold (2 spaces)

Dear Name of the Employer: (2 spaces)

INTRODUCTORY PARAGRAPH:

State why you are writing, naming the specific position for which you are applying for. If you are writing in response to an advertisement, explain where you found out about the job opening. (2 spaces)

MIDDLE PARAGRAPH:

Briefly give details of your background, your education and experience that match the specific job requirements listed in the ad. Do not this a repeat of your resume, but emphasize important background information. Use strong action verbs (organized, designed, facilitated...) to emphasize your qualifications. Refer the reader to your attached resume. (2 spaces)

CLOSING PARAGRAPH:

Open the door for an interview. Request an interview to discuss the job opening and your qualifications. Leave a telephone number where you can be reached. Most importantly, proofread, and proofread!!! Make sure there are no spelling and grammatical errors. The spell check on the computer may not pick up everything so have someone you trust check it for errors. (2 spaces)

Sincerely, (4 spaces)

Your Name

Jenny Job Seeker
20 Anywhere Street
North Sydney, NS
B2A 3R7
(902) 794-5555

December 1, 2019

Mr. John Smith
Director of Human Resources
XYZ Call Centre
123 King Street
North Sydney, NS
B2A 3R7

Re: Sales Representative Position

Dear Mr. Smith:

In response to your recent advertisement which was posted on your website, I would like to be considered for the position of Sales Representative.

During my past ten years, I have been employed as a Customer Service Representative at XYZ Company, where I supervised and developed personnel and assisted in the facilitation of daily operations. In addition, I have been involved in a number of diverse employment situations, including a self-owned business, in which I successfully utilized various sales techniques, including cold calling, telemarketing and prospecting. As my resume indicates, I have accumulated several years of experience in the development of marketing and sales strategies.

I would enjoy being a part of your team and I am available for an interview at your convenience. You may contact me at (902) 794-5555. Thank you in advance for your time and consideration.

Sincerely,

Jenny Job Seeker

Employment Services Centre

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