

## **Cover Letters in a Snap!**

Make your job hunt easier by formatting cover letters in a snap. Keep a template or two handy so you can fill in vital details into the template each time you send out a resume. To make your cover letters easy, make sure you have the following intact:

- full address of whom you will be sending your letter to,
- the title of the position and competition number, and
- address the interview panel if you know who will be reading your cover letter at that stage.

You should provide complete and accurate information so that your letter travels to the correct recruiter or hiring manager (or both). Providing complete and accurate information provides an air of professionalism and shows you take the time to do your research. Have the title of the position and competition number properly listed in the subject line. This is wise when you are responding to an ad where there are multiple job competitions in progress.

Thinking positive by addressing a panel allows hiring managers to know you are confident and mean business!

Cover letters should match your resume. If necessary, have a professionally written resume written from a certified human resources professional and add a cover letter formatted in the same manner.

Beyond the template, a cover letter is your opportunity to introduce yourself and summarize your best achievements. Tips include:

1. Identifying why you are interested in the position,
2. Providing a brief overview of your experienced related to the role,
3. Stating a few selling points that capture the reason you would make an ideal fit for the organization, and
4. Requesting for a date and time to discuss the opportunity further.

An overview about your past and what you've done that qualifies you for the role is important. However, the selling points should drive home what sets you apart from the competition. Employers want to know what kind of a return on their investment you will be. Are you a liability? Do you increase costs and risks? Are you an asset? Do you bring value that can be monetized? Your selling points should really be about pinpointing what is really unique about you and how you can serve the role better than others.

If you are not ready to use selling points do not despair. You certainly could look into interview coaching and resume building to help you capture the hard and soft skills in every position you hold. This will help you market yourself to prospective employers.