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MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

Cover Letter Writing

Lecture 6

Prepared by
Ahmed Soliman

www.midocean.ae



What is a Cover Letter? (and Why It's Important)

- A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume).
- Its purpose is to introduce you and briefly summarize your professional background. On average, your cover letter should be from 250 to 400 words long.

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- A good cover letter can spark the HR manager's interest and get them to read your resume.
 - A bad cover letter, on the other hand, might mean that your application is going directly to the paper shredder. So, to make sure this doesn't happen, it's essential to know how to write a convincing cover letter.



Cover letter format

- Header with date and contact information
- Salutation or greeting
- Opening paragraph
- Middle paragraph(s)
- Closing paragraph
- Letter ending and signature

How to Write the Perfect Cover Letter (And Get Hired!)

- 1- Start the Cover Letter with a Header


John Doe
Customer Service Professional

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc.
321 Employment Avenue.
San Francisco, CA
21 March, 2019

john.doe@gmail.com 
416-821-9879 
San Francisco, CA 
linkedin.com/in/john.doe 
john.doe 



Here, you want to include all essential information, including:

- Full Name
- Phone Number
- Email
- Date
- Name of the hiring manager / their professional title
- Name of the company you're applying to

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- **2. Include a greeting**
 - Example greetings:
 - *Dear Hiring Manager,*
 - *Dear Tyler Wallace,*

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- **3- Write an Attention-Grabbing Introduction**
 - So, it's essential to catch their attention from the **very first paragraph**.

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- **4- Explain why you're the perfect person for the job**
 - This is where you show off your professional skills and convince the HR manager that you're a better fit for the job than all the other applicants.
 - But first things first - before you even write anything, you need to learn what the most important requirements for the role are. So, open up the job ad and identify which of the responsibilities are the most critical.

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- **5- Explain why you're a good fit for the company**
 - Once you've written the last paragraph, you might be thinking - I'm a shoo-in for the job! What else do I need to write? I'll just wrap up the cover letter and hit that sweet **SEND** button.
 - Well, no. You're not quite there yet.

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- The HR manager doesn't only look at whether you'll be good at the job or not. They're looking for someone that's also a good fit for the company culture.
 - After all, employees that don't fit in are bound to quit, sooner or later. This ends up costing the company a ton of money, up to 50% of the employee's annual salary.
 - Meaning, you also need to convince the HR manager that you're really passionate about working with them.



• 6- Wrap up with a call to action

- Finally, it's time to finish up your cover letter and write the conclusion.
- In the final paragraph, you want to:
- **Wrap up any points you couldn't in the previous paragraphs.** Do you have anything left to say? Any other information that could help the hiring manager make their decision? Mention it here.
- **Thank the hiring manager for their time.** It never hurts to be courteous, as long as you don't come off as too needy.
- **Finish the cover letter with a call to action.** The very last sentence in your cover letter should be a call to action. You should ask the hiring manager to take some sort of action.

- **Good Example:**

- *So to wrap it all up, thanks for looking into my application. I hope I can help Company X make the most out of their Facebook marketing initiatives. I'd love to further discuss how my previous success at XYZ Inc. can help you achieve your Facebook marketing goals.*

- **7- Use the right formal closing**

- Once you're done with the final paragraph, all you have to do is write down a formal “goodbye” and you're good to go.
- Feel free to use one of the most popular conclusions to a cover letter:
- Best Regards,
- Kind Regards,
- Sincerely,
- Thank you,

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- 8- End with your signature at the bottom.

Gordon Shandiin

Business Analyst

gordon@novoresume.com

000 123 4455

Lyon, France

[linkedin.com/in/gordan.shandiin](https://www.linkedin.com/in/gordan.shandiin)

[@gordan.shandiin](https://twitter.com/gordan.shandiin)



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To:

Maria Smith
Hiring Manager
BlackHills Business LLC.
London, UK
maria@blackhills.com

Dear Maria,

I am writing to express my interest in the Business Analyst position that is currently available at your firm. I am a highly experienced professional with over 5 years of work experience in the field of Business Analysis, with a focus on the European market.

In my current role as a Business Analyst at Novorésumé, I have been responsible for leading the analysis and implementation of business processes, systems and technology solutions in the European market. I have an in-depth understanding of the European business environment, as well as the cultural and regulatory nuances that come with working in this region.

I have a proven track record of success in leading and delivering projects on time and within budget, with a focus on driving growth and improving efficiency. Specifically, I have led the implementation of a new CRM system across the European region, resulting in a 20% increase in sales. Additionally, I have developed and implemented new business processes that have improved efficiency by 15% and reduced costs by 10%. I am also well-versed in industry best practices and familiar with tools such as Agile and Waterfall methodologies.

I am excited about the opportunity to bring my skills and expertise to your team and to continue to work on complex projects that drive business success. I believe my experience in the European market, coupled with my ability to think strategically and analytically, would make me a valuable asset to your organization.

I would welcome the opportunity to discuss my qualifications further and learn more about the opportunity to join your team. Please feel free to contact me at any time to schedule an interview.

Thank you for considering my application.

Sincerely,
Gordon Shandiin



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Thank You

