

Cover Letter Writing - Fast Facts!

<https://youtu.be/SWI-0N2LyQ>

[The video opens on a screen with the HACC logo, "Cover Letter Writing – Fast Facts!" and contact information:

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VOICEOVER:

Hi, my name is Lorie Sonnen. I'm the assistant director of career education here at HACC and today I'd like to provide you some fast facts regarding cover letter writing.

[The slide switches. The headline reads: Cover letter – short business letter. Under that are four bullets:

- Should accompany your resume and serve as an introduction to it
- Indicate the specific position you are applying to
- Inspire the employer to consider you seriously as an applicant
- Showcase how your skills and abilities will benefit the company]

VO:

First off, a cover letter is a short business letter. It should always accompany your resume and serve as an introduction to it. Even if an employer is not requesting a cover letter along with your resume, we recommend that you submit one. In your cover letter you're able to indicate the specific position for which you're applying and inspire the employer to consider you seriously as an applicant. It allows you to showcase all of your skills and abilities that will benefit the company.

[The slide switches. The headline reads: Components of an Effective Cover Letter. Under that are seven bullet points:

- Explain why you are sending a resume
- Tell specifically how you learned about the position or the organization
- Convince the reader to look at your resume
- Call attention to elements of your background
- Reflect your attitude - personality, motivation, enthusiasm, and communication skills
- Provide or refer to any information specifically requested
- Tailor your cover letter to each and every position you are applying]

VO:

Now the components of an effective cover letter include, again, you are explaining why you're sending the resume and telling specifically how you learned about the position or the organization. You want to convince the reader to look at your resume and call attention to elements of your background that would be of interest to them. As much as possible you want to reflect your attitude, personality, motivation, enthusiasm and communicate your skills. And provide or refer to any information specifically requested in the posting. As always you want to make sure you're tailoring your cover letter to each and every position for which you're applying.

[The slide switches. The headline reads: Skills - Be able to Articulate! Under that are three bullet points:

- Self management

- Personality/attitude
- Transferable
 - Aptitude/life experience
- Special Knowledge
 - Credentials/learned through repetition]

VO:

Now skills are key and you want to make sure you're able to articulate those, not only at the time of the interview, but also on your resume and your cover letter. There are three different types of skills: self-management skills or more those personality or attitude, behavior characteristics, transferable skills or aptitude related and skills that you develop throughout your life, your life experience. And special knowledge skills are those credentials, those skills that are learned through repetition and memory that are typically tied to the training or specifically through the job. You want to make sure you want to communicate and recognize the different types of skills in these three areas as it relates to the position for which you're applying, and be able to articulate that you in fact have these skills. When you're writing your cover letter, you want to make sure that you have very closely looked at the posting of the job. Are you addressing and answering all the things the employer is looking for, or at least as much as possible.

[The slide switches. The headline reads: Formatting. Under that is an image of a letter template. It includes:

- Your street address
- Today's date
- Name of recipient, job title, company name and address
- Greeting
- Opening paragraph
- Middle paragraph
- Closing paragraph
- Closing signature]

VO:

This is an overview of a format of a cover letter with the return address on the left-hand side, the date and then the name of the letter, the recipient to receive the letter, the job title, the company name, street address and then addressing the letter with the colon, not the comma, it's not a friendly letter, it's a business letter. Your opening paragraph is stating why you're writing, the position for what you're applying, and talk about, you know, how you heard about it. The middle paragraph is the main body of what you want to communicate, the skills, experience and education that are of a particular interest to this employer. Again, you don't want to rehash everything on the entire resume, but you really want to highlight what would be most essential. In the closing paragraph you want to refer to your enclosed resume and other materials if required, and mention your interest in an interview and thank them so much for their time and consideration.

[The slide switches. The headline reads: Additional Cover Letter Tips. Under that are four bullet points:

- Address cover letter to named individual or job title
- Take the initiative in your cover letter to ask for the interview
- Focus on telling the employer how you can contribute, not what they can do for you
- Keep copies of everything that you send to aid your follow-up; unless requested not to -the follow-up phone call or email will let the employer know that you are really interested in meeting them and learning more about the position]

VO:
In your cover letter you want to address it to a name if you can or at least to a job title. You don't want to address your cover letter to whom it may concern or dear sir or madam. Instead you want to say, dear human resource director or dear human resource manager. You want to take the initiative in your cover letter to ask for the interview and focus on telling the employer how you can contribute, not what they can do for you. You want to keep copies of everything that you send to aid in your follow-up unless requested not to do so, it's appropriate to follow up by phone call or email. Really let the employer know you're interested in meeting and learning more about the position.

[The slide switches. The slide reads: Examples... And don't forget to check out our other resources online at <https://www.hacc.edu/Students/CareerServices/Handouts-and-Guides.cfm>]

VO:
On our HACC career services site we have tons of handouts and guides to help you with cover letter writing, resume writing and tips on job search and preparing for interviews. So please check it out at the website listed here.

[The slide switches. The headline reads: College Central Network (CCN) <https://www.collegecentral.com/hacc/>. Under that are some bullets:

- HACC students and alumni can ...
 - Search job listings
 - Upload resume
 - Learn about job searching
 - Apply for internships or part-time/full-time positions
 - Browse free career advice documents!]

VO:
Also if you've not done so, please activate your College Central Network account. This is where our employers post employment opportunities and internship opportunities for our students. You can browse the free career advice documents here and upload your resume for our review before it goes live for employers to see, so definitely check out College Central Network.

[The slide switches. The headline reads: Questions? Please contact us with questions or to schedule an appointment. Under that is contact information:

Career Services:

Phone: 717-780-2433

Email: careerservices@hacc.edu

Under that is a list of employees:

Lorie Sonnen, Assistant Director, Career Education

Annmarie Driscoll, Coordinator, Career Education

Monica Gillis, Career Advisor

Christy Ramos, Career Advisor

Nicole Roberts, Career Advisor

Sharon Zortman, Career Advisor]

VO:
And finally, if you have any questions or need assistance in developing your cover letter or resume or beginning your job search or internship search, please reach out to, reach out to the career service

team. You'll find our phone number, email listed here and our team members look forward to working with you. Thank you so much for watching the video, I hope that it was helpful.