

Cover Letter

- Writing is an art
- Letter writing is a skilful art
- It is one of the most common ways of communicating with others
- Letters play a vital role in everyone's life
- The professional success of a person depends on his/her ability to write a letter effectively in order to communicate his/her willingness to apply for a job

- **Classification of Letters**
- (i) Formal Letters are written for official or professional communication
- (ii) Informal Letters when it is written in a friendly manner to someone you are familiar with

- Cover letter is a formal letter sent by candidates along with their CV when they apply for a job
- This letter is also known as job application letter.
- Cover letters are generally written in response to advertisements.
- The objective of a cover letter is to inform the employer about who the writer is and why the letter is written.
- Since a cover letter reveals one's personality to the employer, care must be taken to prepare it.

Essentials of an Effective Cover Letter

- Accuracy
- Correctness
- Completeness
- Conciseness and Preciseness
- Clarity
- Courtesy and politeness
- Unity

Parts of a Cover Letter

- Name and address
- Date
- Inside address
- Salutation
- Subject

- Body of the letter
 - (a) Beginning
 - (b) Qualification and Experience
 - (c) Conclusion
- Complimentary Close/Signature
- Enclosures

- Photographs
- Method of sending the application (soft copy/hard copy)
- Self-addressed envelope with stamp

- Note:
- A general Cover Letter for all jobs is not a good idea. For every new job application, a new cover letter must be written highlighting the skills and experience that match the job requirements.

TEMPLATE OF A COVER LETTER

Address

Town/City, State Pin Code

Phone no.

E-mail id

Date

Employer contact Information

Name

Title

Company/Firm/Institution/Organisation

Address

Town/City, State Pin Code

- **Salutation**

Dear Sir/Madam

Dear Mr./Mrs./Ms. Name if you know

Subject: Application for the post of...

- **Body of the Cover Letter**

- It should impress upon the employer to select him/her for an interview

- (A) **First Paragraph:** It should include detailed information/objectives of the cover letter, whether the letter is in response to an advertisement and other details
- (B) **Middle Paragraph:** It should describe what you have to offer the employer like qualification, skills and experience for the post.
- (C) **Final Paragraph:** It should conclude with a request for a favourable consideration of your application

- Complimentary Close

Yours faithfully

Signature

Handwritten signature (for a mailed letter)

Name if it is sent by e-mail.

Model

- Cover letter for the post of a Sales Manager;
advertisement appeared in *The Hindu* newspaper

Ritu

639, 6th Cross, Nagarabhavi,

Bangalore – 560072

5th September 2018

Ms. Deepa

Globe Logistics Marketing Company

M.G. Road, Bangalore - 560001

Dear Madam

Sub: Application for the post of a Sales
Manager

My education, skill, ability to communicate and outstanding personality convince me that I fulfill the requirements listed in your advertisement in *The Hindu* of 25th August 2018 for the post of Sales Manager in your esteemed company.

I graduated from the Govt. R.C. College, Bangalore with a degree in Commerce and Management. I am happy to inform you that I was the President of Commerce Club in college. Even as a student I worked in such position as Marketing Executive in a Watch Company which helped me to learn practical skills. I have skills to take up a career in sales and Marketing and am interested in doing this in my home city, Bangalore.

Kindly find enclosed my CV. I would be extremely glad to attend an interview at your convenience.

Given a chance, I would do my best for the growth of the company.

Thank you for your time and consideration.

Sincerely,

Ritu.