

# How to Write a Success Cover Letter

By Richard Flink

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## 1) Introduction

Who is deceived finds that to write cover letter is a big mistake. Each time more recruiters have little time to read resumes that daily arrives at their hands. Recently, a great multinational company located in São Paulo, Brazil, announced a vacancy in newspaper and received 17,000 resumes. Imagines at a moment where the companies are always reducing its headcount, who will read all its? Of course, gets to imagine that those that, quickly to get more attention will be pre selected ones. And is much more easy to read a letter than a resume. Thus being a well-written letter will make the difference. Moreover, passed the pre-qualification, when the same one will be read with well-taken care of, it will be able to show some important points about you. It will show:

- a) if you communicate yourself well;
- b) your easiness and domain of the written language;
- c) resumes capacity;
- d) your professionalism;
- e) aspects of your personality;
- f) if you are detailer;
- g) how much you are oriented for the position.

## 2) Basic points of a cover letter.

### a) Headline

One more time, taking in consideration the speed with that the recruiters will go to select resumes of a specific

process, the first phrase will have to be of impact, that one will get more attention of the recruiter. It uses your better result in this item.

b) Description of the responsibilities and/or main results. Your responsibilities description and the main ones of your career written is necessary a criteria selection process of the ones, looking for beyond the those most important ones, and that more have to see with the position in question. Therefore, it is necessary to know one that is applicant yourself. It keeps the focus in the vacancy where you are interested.

c) Talk about your qualities  
Your letter must present you, therefore it speaks about how much you will be able to make for the company and not how much the company can make for you.

d) Conclusion.  
The end, you will have to request a meeting for an interview. Just to write the letter and not to present conclusion, the interviewer could be in doubt on its desire.

e) Addresses for contact  
Keeps yours addresses for contact clearly (telephones, email, etc). It prevents to place them in baseboard with very small types.

### 3) Tips to write your letter

a) Maximum one page  
Your letter will not have to exceed one page. Remembers of the displayed one in the introduction of this article about the small time of the recruiters has and your objective and concise capacity.

b) Short paragraphs  
It is known the fact of be more difficult and tiring to read extensive paragraphs. If it's placed in the form of small item it will be more pleasant to be read.

c) Use of phrases and verbs that cause hard impact.  
Here also there is the same tip to write a resume. It knows the effect verbs and the phrases will help to get the attention for what you desire to communicate.

d) It does not use phrases or words that cause negative impressions It eliminates any negative item of your letter, Prevents, for example to write: unemployed, not, I lost, I did not obtain, I am in difficulties, etc.

e) It does not over value yourself. Is better to pass the impression of a balanced person of whom to try to over value

yourself. It has a tendency of the people to find that you are taking advantages, looking a bad professional.

f) Reads and rereads your letter. Reads your letter exhaustingly until it is with your face and that does not present errors of grammar and punctuation. Remembers yourself that only one error will make its work all to go water below. It shows for other people and it has asked for that they try to find errors.

g) Printed letter. In case that you has to send your letter of printed, takes care of so that the quality of the paper is the best possible and of preference, white and of the same color that the paper where your resume was written. It provides so that the your printed letter at least be impressed with a inkjet printer.

h) Check for who is addressed your letter. Never wrong the name of the person or any another reference for who your letter will be addressed. This is unforgivable and will make you to lose, immediately, your chance.

i) Does not cite that you are unemployment. Beyond already cited in the third item, this will not cause good first impression and will reduce your possibilities.

j) Does not write obvious items as: attached follows my resume, please find attached my resume etc.

k) Actual or last employer. Does not cite anything that puts down against your actual or last employer. This is anti ethical and it is not well accepted for the recruiting.

l) Wage. Does not mention about your actual/last wage or wage pretension in your letter.

m) Talking about yourself. It uses the verb in the first person of the singular. Example: I implemented the total quality system or substantives: Implementing of the total quality system

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