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Provided you include enough information about your qualifications but not too much about why you want the job, you can produce a well-written cover letter to accompany your resume. Cover letters aren't always required when you apply to a job; however, it's a good idea to include one when you seeking employment. A great cover letter can improve your chances of getting an interview. The first paragraph of your cover letter must contain basic information, such as your interest in the job, a statement about your qualifications, where you learned about the position and whether your resume is attached. This section shouldn't be more than two to three sentences, and it needs to capture the reader's attention right away because recruiters and hiring managers generally don't spend a lot of time deciding whether they want to continue reading your qualifications. The second paragraph of your cover letter contains specifics about your qualifications. Whether it's how much you trimmed your company's budget or the percentage by which you exceeded your sales goals, put concrete data in this section. Use numbers when you describe your accomplishments – employers equate that with your ability to understand results. If you don't have quantitative data to describe your work achievements, describe other notable accomplishments. For example, you could write, "In the three years that I've been the HR manager with ABC Company, I've improved employee retention and reduced turnover by 12 percent each quarter. In addition, I've demonstrated an excellent return on investment in outsourcing many of the company's HR functions. For these and other reasons related to my functional expertise as an HR generalist with several years' management experience, I'm qualified to manage the HR department for an organization the size of XYZ Corporation." Your second paragraph should create a bridge between your skills and qualifications and the job requirements. Modify your cover letter according to your experience level. If you're a recent graduate, emphasize your education and academic achievements. For example, when you're applying for a job in the field for which you are specifically trained, share your enthusiasm about putting theory you learned in school to practical application in the workforce. Similarly, if you're returning to the workforce after being unemployed for a long period, showcase your skills instead of your work history. Or, emphasize your professional competencies and volunteer work instead of your chronological background. The 2011 results of a LinkedIn survey revealed that hiring managers see tremendous value in job seekers putting their volunteer experience on their resume. In fact, up to 20 percent of hiring decisions considered unpaid work on par with paid work. In the third paragraph of your cover letter, describe your professional traits and personal characteristics. If you're the type of employee your colleagues and managers can depend on, put that in your cover letter. Also, if you consider yourself a highly principled professional whose reputation and integrity are important to your success, say that in your third paragraph. You can also use your third paragraph to describe your core competencies. Core competencies are attributes that help you do your job. For example, communication, analytical and leadership skills are among the core competencies employers look for in supervisors and managers. Your fourth paragraph needs to close the sale. Here is where you restate your interest in the learning more about the position you're applying for – it's also where you ask for an interview. If you want to take an assertive approach in your job search, put your availability for an interview or promise to follow-up with the reader within the next two to three days. The last sentence of your final paragraph typically thanks the recruiter or hiring manager for his attention and consideration of your qualifications. Completing an article for an academic journal is an impressive accomplishment, but don't turn off your computer yet. You still have to write a cover letter to accompany it. Part query letter, part sales pitch, the cover letter should encapsulate what your journal article is about, convince the editor that his readers will benefit from reading it and demonstrate your professional expertise on the topic. This may sound like a lot of ground to cover in one letter, but you can do it, and effectively, by following a sensible plan of action that includes a call to action for your article. Most people probably don't like writing cover letters, even those of us who write for our profession. Cover letters can be an uncomfortable: it's a letter, so it feels like it should be kind of conversational and at least a little personal. But it's also a sales pitch too; you want to convince the person reading it why you are the best one for the job. Finally, you want to interject a little personality into it, and tell your story in a way that a list of skills on your resume can't. Because it can be uncomfortable and quite a lot of work to write, many people ask if the cover letter is going to die. And while the modern hiring process may favor applicant tracking systems, most hiring managers say they still prefer candidates to send cover letters. Besides, even if the recruiter or hiring manager just skims your cover letter, it's still worth including. It's another tool to sell yourself, why wouldn't you use it? But if you really don't know where to start, here are three tips for writing a compelling cover letter. 1. Address it to the right person. Starting a cover letter with Dear sir/madam or to whom it may concern makes a bad impression from the first words. If you really can't find the hiring manager, find the right team and address them. 2. Give the hiring manager a reason to keep reading. Starting your letter off by saying that you're applying for x job at x company is wasted space. Instead, include an aspect of a job description that you're really drawn to, a personal story of how a company's products have helped you, or what you're excited to contribute should you be hired. Think about what you'd want to read if you were the one doing the hiring. 3. Includes specific examples. Your resume is where you quantify your achievement. Your cover letter is where you get to talk about your thought process behind that successful project. Remember, a cover letter is a good reason to show off your personality, so don't be afraid to inject some of that because that's a good way to keep a hiring manager interested. We're dedicating all of season 3 of Secrets of the Most Productive People to everything about getting a job and excelling in your career. On the second episode we talk to Jamie Hichens, a senior talent acquisition programs manager at Glassdoor. She reviews hundreds of cover letters a month, so she knows all the best practices and mistakes to avoid. You can find the episode on Apple Podcasts, Google Play, Stitcher, Spotify, RadioPublic, or wherever you get your podcasts. And new this season, we're answering your questions: What's the career question that Google can't help you out with? In the next few episodes we'll be tackling how to answer the most common interview questions, how to negotiate your starting salary, and more. Leave a voicemail with your question at (201) 371-3278, and your question might be featured on an upcoming episode. A cover letter is at least as important as a resume in helping you land an interview for the job you want. Even when a job listing does not specify that a cover letter is required, you should always submit one with a resume and application. A cover letter helps sell your credentials by connecting the experiences from your resume to the needs of the employer and the job. A simple, but effective tip to get your letter off to a good start is to address it directly to a hiring manager or committee. Too often, job applications address letters "To whom it may concern," or "Dear hiring manager." These generic lead-ins do little to create a personal connection with the reader and do not stand out. Most of the time, you can call a company and ask who the hiring manager is for a given job. You can also look at the job listing or company website to see who is in charge of a department. A greeting such as "Dear Mr. Smith" is a much more direct and personal approach and shows genuine interest in the company and job. The opening paragraph of your cover letter is where you give the hiring manager a reason to keep reading. This does not mean you should make an outlandish or provocative claim, or worse yet, glorify yourself as the best thing ever. Instead, offer a couple of quick, concise sentences indicating why you fit the job and how you learned about the opportunity. "My background and experience with an elite customer service company matches up well with your needs for your senior customer representative position. I heard about the opportunity through Jane Doe, one of your employees, and we both believe it's a good match." Including a networked referral is also a good technique. Job applicants mistakenly believe, at times, that the hiring manager wants to read their life story and amazing attributes in a cover letter. In fact, some cover letter templates encourage this approach of outlining all of your qualifications. However, the hiring manager is concerned with one thing – hiring someone who will do the job he needs done. After your attention-getting opening, acknowledge three to four main qualifications noted for the job. Then, in response to each one, offer a specific example or reason why you can strongly deliver on that need. Getting the hiring manager to read your entire cover letter is a feat in itself. Closing with emphasis can help seal the deal on your interview call. Thanking the reader for his time and explaining that you look forward to meeting are common items to include. Another important tip is to not only provide a contact phone number, but also to indicate that you will call to follow up at a later date like next week. This may prompt the reader to give your letter more immediate consideration so he is either prepared to call you or is ready for your call.

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