**Attachment # 1: Cover Letter Samples**

**SAMPLE COVER LETTER # 1: Explained by Paragraphs**

**Irina Von Schindler**

456 - 200 Pembina Avenue

Winnipeg, Manitoba R3J 3T7

Phone: 204-532-5556 E-mail: ivon@yahoo.com

February 1, 2020

Mr. Gerald Linklater

Office Manager

GenTech Limited

234 Parsons Road

Winnipeg, Manitoba

R3R 2T2

Dear Mr. Linklater:

**Re: Accounting Assistant Position**

In response to the advertisement in the “Winnipeg Free Press” on May 31, 2018, I am applying for the position of Accounting Assistant. My résumé is enclosed, and it demonstrates that my background and experience match the requirements outlined.

I am familiar with the products and services offered by GenTech Limited, and with the excellent reputation your company holds within the chemical industry.

I have a Bachelor of Commerce Degree, and have seven years of experience working in accounting related positions within manufacturing environments. I have carried out and been responsible for accounting functions, such as general ledger, accounts receivable and payable, bank reconciliation and the production of monthly income and balance sheet reports. I am proficient in the use of accounting related software such as Sage and Simply Accounting.

My credentials have recently been assessed at CPA Level 2, and I am presently studying for Level 3.

I would be pleased to review my qualifications in more detail with you. If you would like to arrange an interview, please contact me at 204-532-5556.

Sincerely,

Irina Von Schindler

Encl.

*Always address the letter to someone. If you are unable to get a name, address it to the Manager.*

FIRST PARAGRAPH

*Indicate the position you are applying for*

SECOND PARAGRAPH

*Show that you have done some research*

THIRD PARAGRAPH

*Tell the employer how your skills match the requirements*

*of the job*

FOURTH PARAGRAPH

*Explain what you have achieved that relates to the job*

FIFTH PARAGRAPH

*Invitation to meet for a discussion and an offer to take it to the next step*

*Include the number where you can be reached*

**Cover Letter Sample # 2 – Responding to an Advertisement Using Bullet Style**

Joseph J. Smith

3695 Lake Drive

Winnipeg, Manitoba R3T 4M8

Phone: 204-777-1480  E-mail: aaa@yahoo.com

February 5, 2020

Mr. John Baker, Superintendent

Red River Valley School Division

Box 1200

Winnipeg, Manitoba

R3B 0X3

Dear Mr. Baker:

**Re: Term Teacher Position, No. 2390-19**

Please consider my résumé as an application for a Term Teacher Position with your school division.

My qualifications are as follows:

* Over eight years of professional experience as a Physical Education Teacher and Coach
* Teaching Diploma in Secondary Education with a major in Health and Physical Education, and a minor in Biology
* Extensive sports administration experience
* Basketball Coach Certificate
* Soccer coaching experience
* Worked with disabled youth
* Manitoba Permanent Professional Certificate No. TA-7000

I am willing to be relocated within Manitoba.

I look forward to the opportunity for an interview. I may be reached for further information at 204-777-1480.

Sincerely,

Joseph J. Smith

**Cover Letter Sample # 3 – Cold Call Letter (no advertisement)**

**Zoo Xxxxxx**

124 Winnipeg Street Phone: 204-222-3333

Winnipeg, Manitoba R3G 2S3 Email: [zoo@yahoo.com](mailto:zoo@yahoo.com)

February 5, 2020

Mr. Darryl Day

Marketing Manager

Westburne Supply Midwest

Unit 1 - 1650 Notre Dame Avenue

Winnipeg, Manitoba

R3H 0Y7

Dear Mr. Day:

**Re: Seeking Employment Opportunity as an Inside Sales Engineer**

I would like to introduce myself as an Electrical Sales Engineer. I have a Bachelor of Science Degree in Electrical Engineering with many years of experience. I have also attended international training courses to stay up to date with new innovations and technologies.

Specifically, I have spent the last ten years of my career with a Rockwell Automation Distributor selling automation projects, MCCs, medium voltage drives and starters as well as Rockwell Software. As complementary lines, we sold switchgear, power transformers, fuses, panels and all related materials to an electric distributor.

In addition, I have the talent and interest to supervise a sales team as a coordinator. I am well aware of the electrical business with companies such as Rockwell Automation, Schneider Group and other manufacturers. As well, I would be an asset to your firm in marketing and customer service.

I look forward to discussing my qualifications in more detail with you. I may be reached by phone at 204-222-3333.

Sincerely,

Zoo Xxxxxx

**Attachment # 2:**

**Cover Letter** - Format

Do not use Header or Footer

Use Word document

Check Page Setup to make sure Left and Right margins are 1 inch or 2.54 cm

Use 11 pt. font throughout

Use the letterhead from your resume with the separator line (usually 3 lines)

- your name should not be 12 pt or 14 pt (if short name) on the cover letter

**Spacing** can be 1-3 lines between separator line and date

February 6, 2020

**Spacing** can be 1-3 lines between date and address of company/organization

Mr. John Smith

Job title

(or Human Resources if name is not provided)

Name of Company

200 – 310 Broadway Avenue

Winnipeg, Manitoba

R3C OS6

**One line/space only**

Dear Mr. Smith: (never use the first name in the greeting)

Or Dear Human Resource Manager:

**One space only**

**Re: Account Position, No. XYZ** (bold)

Do not use the # symbol, use No. XYZ

Do not use the National Classification Number (NOC 4114)

Do not repeat the Competition Number in the first paragraph

**One line/space only**

In response to the advertisement in the “Winnipeg Free Press” on April 22, 2011, I am applying for the Account Position. Please find my resume attached. ……

**Note: There is a one line/space only between each paragraph**

Use left align throughout (Do not use justification)

After closing (Sincerely, or Yours truly, or Regards)

**Spacing can be 3-5 lines for your signature**

Your name typed

**Attachment # 3:**

**11 Essential Cover Letter Tips\***Adapted from**:** http://www.vault.com/blog/resumes-cover-letters/11-essential-cover-letter-tips

Your cover letter is just as important as your résumé and deserves just as much attention. It’s the first correspondence read by a prospective employer, and a badly written cover letter won’t get you in the door, or even get your résumé read.

Note that most cover letters get about 20 seconds of review. So, very quickly, you have to make your case for why you're the right person for the job. But don't fear the cover letter. Common cover letter mistakes are easy to avoid. And creating a great one isn't difficult—as long as you follow these tips.

**1. Avoid generic salutations**. Show that you've done your research by always using the hiring manager’s name in the salutation of your cover letter, not a generic "Dear Sir" or "To Whom It May Concern." Many organizations’ web sites, as well as LinkedIn, feature biographical info on recruiters or hiring managers, so it’s easy to find contacts these days.

**2. Never use the same cover letter to apply for multiple jobs.**Each cover letter should be specially geared toward landing one particular position at one particular company or organization. Consequently, it needs to emphasize the aspects of your education, personality, skills, and experience that make you the best candidate for the job. Make the employer feel special by demonstrating your enthusiasm for the organization and your knowledge of its recent activities. You could say something like, "I have followed your company since I was in college, and I am very impressed with XYZ strategy. I would love the chance to become part of your team and play a significant role in the future."

**3. Skip the generic recitation of skills.** If the job listing asks for a detail-oriented analyst with leadership ability, for example, don't just repeat these words, but provide short examples of how they apply to you. For example, detail-oriented = "In college, I organized a financial career seminar with 20 speakers and 500 attendees," and leadership skills = "I served as vice-president of my college's MBA Student Private Equity Club."

**4. But use keywords that match those listed in the job announcement.** For example, if you're applying for an analyst position that requires a Master's Degree in Quantitative Finance, then your résumé or cover letter should include the terms "Master's Degree" and "Quantitative Finance." If you don't use keywords that match the job listing, you run the risk of your submission being ignored by cover letter/ résumé-scanning software.

**5. Avoid using industry jargon.** Some people who review your application materials may be unfamiliar with industry lingo. To avoid using jargon, *McKinsey* advises applicants to "ask friends from different backgrounds to read your résumé and point out any areas that sound confusing."

**6. Keep it short and well-organized.**"Organization and brevity are just as important in your cover letter as in your résumé, "advises *Bank of America*. "Put yourself in the recruiters’ shoes: they will see hundreds of cover letters. Prioritize your points, cover each one in order, and do not dwell on any of them." Make it easy to read, use a separator line between each paragraph and use spacing around brackets correctly, i.e., Computer skills: MS Office (Word, Excel). Use left align, not justification (see examples below).

**Example of the Left Align**

I am especially interested in this position because my experience as a senior security professional has prepared me for a disciplined, secure work environment and the challenges associated with unexpected events. I am looking forward to using this experience with your organization.

**Example of Justification**

I am especially interested in this position because my experience as a senior security professional has prepared me for a disciplined, secure work environment and the challenges associated with unexpected events. I am looking forward to using this experience with your organization

**7. Your cover letter needs to be error free.**Errors suggest that you're not detail-oriented and don't take the job search process seriously. With so many people competing for each position, one simple mistake on your cover letter or résumé could disqualify you from consideration. Avoid this fate by proofreading your documents multiple times and also having trusted friends or a career counselor review them.

**8. Don't lie.**No companies or organizations want to hire someone whom they can't trust. If you become a serious candidate for the job, your credentials will be examined closely, and being caught in a lie will, in most cases, disqualify you from consideration for the position you're seeking. Also note: many firms conduct background checks and investigate statements you make on your application materials.

**9. Use the cover letter to demonstrate your excellent communication skills.**Many job listings mention these skills as an important quality for a candidate. So use clear, concise language, and mix in a little of your personality. Shorter is better; you need to grab HR managers' attention quickly by providing compelling reasons why you should be hired. Proofread your cover letter until it’s perfect. Then ask at least two other people to review your document as well.

**10. Use numbers and hard data.** In addition to interpersonal, communication, and other types of skills, you might also want to mention your high GPA, scholarships, medals, or provide other hard data that's applicable. Numbers stand out and are easy to remember.

**11. Follow the rules.** If the job description says your cover letter should feature the job listing number and be submitted digitally only, you need to do this. Failure to follow the rules suggests that you're not detail-oriented and not good at following instructions, and thus not a good candidate for the job.

Watch the video **“How to Write a Cover Letter, 5 Tips to Help You Stand Out”** <https://www.youtube.com/watch?v=wR4X-sAAFYI>