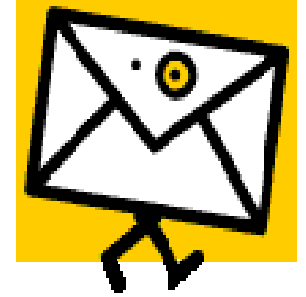
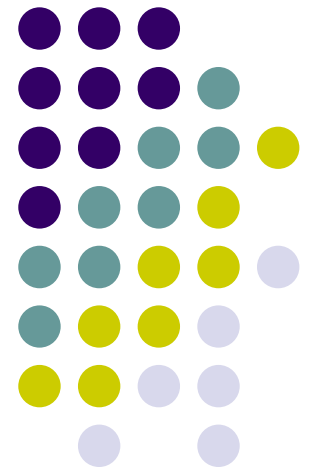


COVER LETTERS, etc.



Effective Strategies and Etiquette
For Business Correspondence

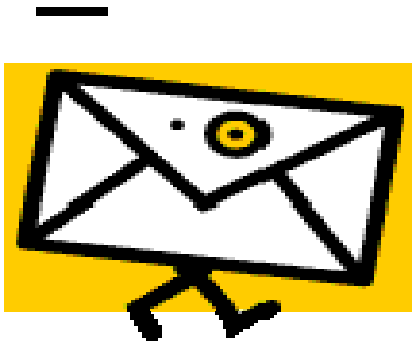


Kimberly Streeter, Internship Coordinator
Wayne State University Career Services

Business Etiquette 101



Job Search Correspondence

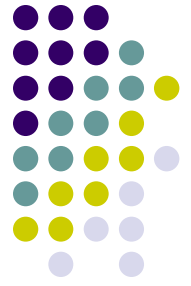


Cover Letter Etiquette

*Resume
Etiquette*



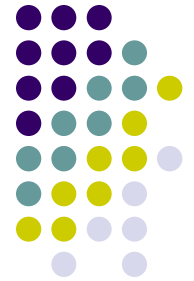
Think of the cover letter as your resume's cheerleading section. To make the best impression, follow these etiquette rules:



- Say No to the Cover Letter Cop-Out -
 - First rule of cover letter etiquette – always send one.
 - It's proper business etiquette to accompany a resume with a cover letter, and it gives you the opportunity to help sell yourself for the position.

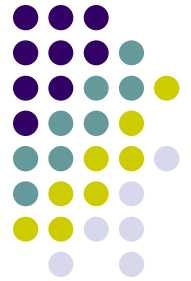


Be Concise



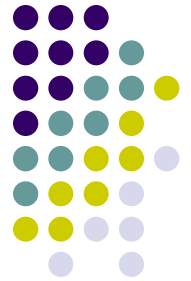
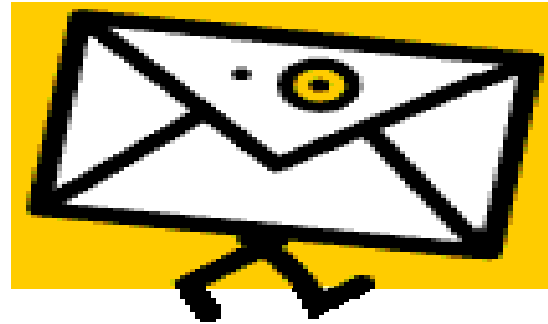
- Busy hiring managers don't have time to wade through letters that could pass for dissertations.
 - Get to the point; break paragraphs seven lines or longer into short, easily digestible ones.
 - When emailing, brevity is even more important; the nature of emails calls for concise communication; don't fall prey to the one-line cover letter that some job seekers try to pass off.
 - It goes something like this: "Please see attached resume, and thank you for your time and consideration."
 - You should be able to write a convincing cover letter in a few brief paragraphs.

Keep It Professional But Friendly



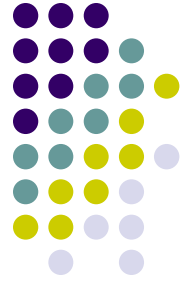
- While a resume is generally a formal document, cover letters give you a chance to reveal your personality.
 - You want to show that you're a good fit for the position but also want the reader to like you.
 - Appropriate use of humor, combined with a friendly and professional tone, can help endear you to the hiring manager.

Get Personal



- Whenever possible, address your letter to a specific person. If the posting doesn't include a person's name, do some research to find who the correct person is.
 - Try calling the employer but do respect ads that state "no phone class".
 - Ask a receptionist for the hiring manager's name.
 - Keep the salutation professional by using "Dear Mr. Jones, not Dear Jim."

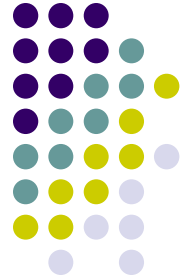
Focus on the Employer's Needs



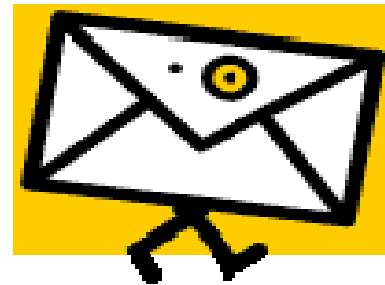
- If every other sentence of your letters begins with “I” or “my”, you need to change the focus.
 - Research the employer and find out what types of problems managers there are facing, qualities they look for in employees and future goals.
 - Then use your letter to prove that you are the answer to their problems.
 - The most compelling letters demonstrate what you can do for the employer, not what the employer can do for you.



Be Original



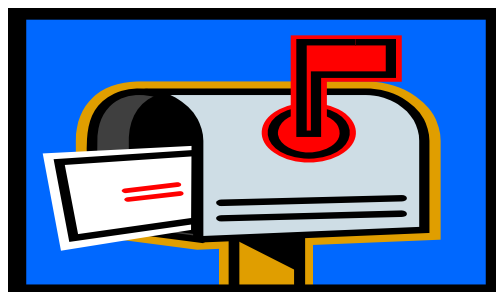
- Your cover letter will stand out if you employ some creativity.
 - You could include a brief summary of your toughest sale or most challenging project.
 - You could incorporate excerpts of performance reviews to highlight your record of success.
 - You could create two columns in your letter to demonstrate precisely how you meet the employers requirements.



Proofread

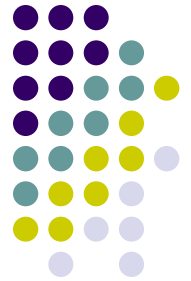
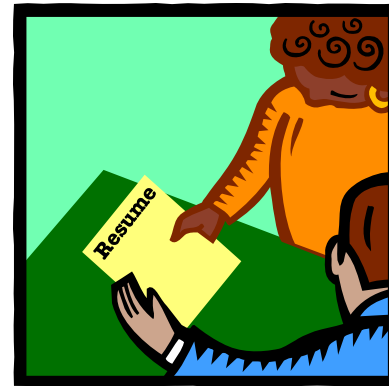


- Cover letters should be free of errors, so thoroughly proofread them before sending.
 - Get help from someone with meticulous proofreading skills.
 - If you customize a cover letter be sure to remove any placeholders; this will prevent embarrassing errors.
 - Whatever you do, please spell the hiring manager's name correctly.



Following cover letter etiquette can be time intensive, but the reward is worth it: More calls for interviews and a greater chance of securing a new position.

Resume Etiquette



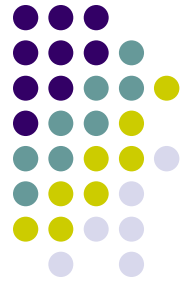
- Your resume is your representation to the working world. It functions for you 24 hours a day, opening doors to opportunities you didn't even know existed. Not all resumes are alike or are used alike today with all the different ways available to reach your potential employer. Here are the most important issues to consider as you prepare your resume to represent yourself in the marketplace:

Use Proper Resume Etiquette



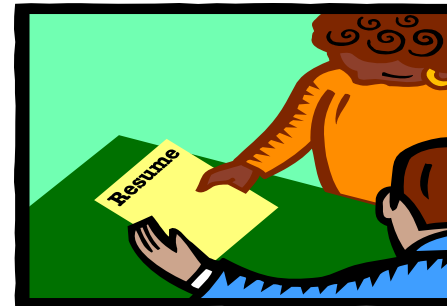
- The word resume does not belong any place on the document.
- Use the same verb tenses and start bullet points off with a consistent tone.
- Never use the word "I" to start out a sentence. The language of your resume should be specific, clear, succinct, positive, and exciting.
- Make it easy for someone to contact you. Of course references are available; don't use valuable resume real estate to say this.

Make Sure You Write Your Resume In Your Own Words!!!



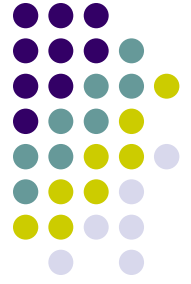
- This is one of the most obvious reasons that people get rejected for in interviews. If your resume does not sound like the person sitting in front of them, the interviewer will figure it out.
- If you write your own resume, you will be able to be sharp in your interview. There will be no embarrassment not knowing what the resume expert meant when they wrote that smart phrase on your resume!!!!

Resume Etiquette

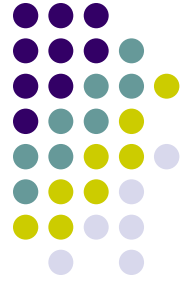


- **Tell relevant business stories:** Volunteer experiences you have had that support your candidacy for the job. Select the best ones and write them so that they show what problems you've solved, actions you've taken to do this, and the end results you've achieved.
- **Know what Format To Use:** The two most commonly and accepted are the chronological and functional. Often the two are combined.

Make A Good First Impression!!!



- People remember what they see first and last, so place your least important information in the middle. Have an objective or a key word summary or both in the beginning of your resume and end your document with strong content - such as your educational background.



Always Tell The Truth!!!!!!!

- If you lie about your education, job experience or any other element of your work history, you will probably end up regretting it in the end.



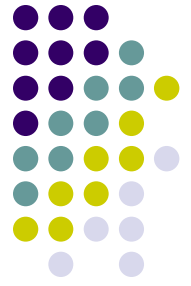
- "Clerical Assistant" does not tell the scope of responsibilities as well as "Executive Administrator."

Know Whom You Are Writing Your Resume For and What is Expected to Appear On the Resume!!!!



- Your resume and every choice you make in your job search should answer the question to the employer of, Why should I hire you??
- Always communicate the information necessary to evaluate your ability to do the job!
- Use language that is appropriate to the industry or field, but be aware of extreme jargon

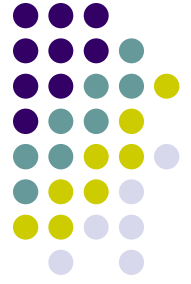
Do Not Keep Repeating The Same Things Over and Over!!!!!!



- This includes certain phrases and words. Use Action Verbs: They are the foundation of good writing!
- Use key words that will be picked up by scanners and people that are skimming through resumes looking for certain phrases. In the internet age, many search engines and first line resume readers are looking for key words before they read the rest of the resume!

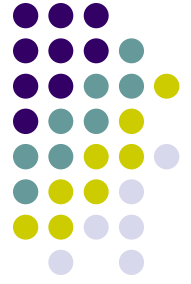
Resume Etiquette

Final Advice:



- **Make sure you get some objective feedback.**
- **Stick to the highlights of your career:**

Remember that your resume is only one of the elements of your job search strategy. It's important and it needs to get you in the door, but good follow-up skills will extend the conversation and add further evidence of your ability to do the job. Be prepared to give more detail later and think of your resume more as an introduction than the end-all be-all.



THANK YOU!!!!

Questions?????



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