



TSAILE LEARNING CENTER

COVER LETTERS

WHAT IS COVER LETTER?

A cover letter is a tool to help introduce yourself in a memorable, personal way during the job application process. This single piece of paper is all about marketing you, your experience, talents, and successes as solutions to an organization's needs. The majority of jobs require a cover letter to be submitted along with your resume.

Each cover letter needs to be unique to the job you are applying for. Cover letters are not one size fits all. Thorough research of the industry, organization, and position need to take place before drafting your cover letter.

This letter is your introduction to an employer and because first impressions count, you should take great care to write an impressive and effective letter. Remember that the letter not only tells of your accomplishments but also reveals how effectively you can communicate.

Successful cover letter have these elements:

- + A memorable introduction
- + Specific, organized examples of relevant work done and problems solved
- + Customized language and research based on the specific job posting
- + Addressed to an individual. Use names. Make an intense effort to find the name, correct job title, and address of the human being who will receive your letter
- + Concise conclusion with a call to action

Cover letter mistakes to avoid:

- + Typos and other unnecessary mistakes such as failing to use capital letters when called for.
- + Writing the wrong tone and style of letter to the right person does you no good. Is the industry or career field casual and breezy or button-down and formal?
- + Summarizing your resume wastes the readers' time. Add sales sizzle to new information.
- + Canned cover letters - like generic resumes-risk begin treated like junk mail.
- + Too many unsupported assertions and victory laps. Validate claims with specific facts and numbers.

QUICK TIPS FOR COVER LETTER WRITING:

- + Don't Regurgitate Your Resume. A cover letter gives you the freedom to use full sentences to expand upon your resume points and tell the story of why you're the perfect fit for the company.
- + Do your research. Use LinkedIn, social media, and the organization's website to gather information for your cover letter.
- + Cover Letters also showcase your writing abilities. It is imperative that your cover letter be error-free and grammatically sound. Avoid beginning every sentence with an "I" statement.
- + Reference the job description language. Underline the verbs in the job posting to identify key skills.





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SAMPLE COVER LETTER FORMAT

[USE SAME HEADER AS RESUME HEADER]

January 7, 2020 (date you are sending cover letter)

Specific Name (if available)

Position Title (if available)

Company Name

City, State, Zip

Dear Mr. Yazzie (or....Dear Hiring Manager.....or...Dear Internship Coordinator.....):

Paragraph 1: Specifically state the company name and position you are applying for and transition into the rest of the cover letter.

Example: Please accept this resume and cover letter as an indication of my interest in [name of position] at [name of company]. I am interested in this opportunity because [something about the company or position]. I believe the combination of my educational background and internship [or leadership or...] make me an excellent candidate for this position.

Paragraph 2-3: Examine the job description and identify the skills and abilities they are seeking. Evaluate your own experience and identify which experience best demonstrate that you possess those skills and abilities.

Example 1: This past summer, I worked at ABCD Company and was responsible for answering phones, scheduling meetings, and conducting mail merges. I believe this prior experience would allow me to excel in doing the same tasks at XYZ Company.

Example 2: Serving a volunteer for LKJ, I developed a level of professionalism and comfort with a variety of people not typically seen in an entry-level professional.

Example 3: After taking a course in ____, my professor took me on as an intern to work on ____. My internship there included reading reports, analyzing data, partaking in active research contacting persons of interest to arrange interviews, and giving reports of my findings. From my coursework and professional experience, I have developed the researching and analytical thinking and writing skills necessary to be successful as ____.

Example 4: My organizational and communication skills are well demonstrated in my internship experiences with non-profits and leadership positions in student organizations. My current internship at ____ has similar responsibilities with the position at ____ where I will provide administrative support, focusing on maintaining a contact database of local arts, creating a new filing system for the organizational and constructing email campaigns.

Paragraph 4: Close out your cover letter by briefly summarizing your values and restating your interest in the position. Make sure to indicate your contact information again.

Example: Thank you for your time and consideration. I look forward to further discussing my skills and abilities with you in an interview. I can be reached by phone (928)123-4567 or email (name@yahoo.com). I look forward to hearing from you soon.

Sincerely,

First and Last Name

(Handwritten Signature)

Lillian Brown

PO BOX 0001
Chinle, AZ 86503

lillianbrown@gmail.com
928-123-4567

RELATED EXPERIENCE

Warrior Time, Diné College Student Newspaper Tsaile, AZ
Editor-In-Chief Sept. 2019 - Present

Manage staff of 20 and oversee budget of \$15,000 for daily web and weekly print editions.

- Organize production of newspaper, including copy editing, computer inputting and formatting, pagination, proofreading, and prepress.
- Design original templates and coordinated new methods of production and distribution, increasing distribution from 250 to 750 copies per month.
- Serve as liaison to faculty, administration, student body, and the greater New Orleans community.

Assistant Navajo Times, Staff Writer Aug. 2019 - Sept. 2019

- Wrote at least one story per week on topics such as art, culture, music, major Diné College events, and student or alumni accomplishments.
- Provided editorial comments on copy for 5 campus columnists.

Warrior Pet Marketing Campaign Chinle, AZ
Marketing Campaign Coordinator May 2017 - Aug. 2019

- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination of social, email, and offline marketing techniques
- Surveyed pet owners in Chinle to collect detailed data on the behavior of our target customer
- Developed a campaign budget of \$1,500, which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

Navajo Affairs Council of Navajo Nation Window Rock, AZ
Student Volunteer Jan. 2015 - Jan. 2016

- Maintained organization's website and social media outlets including Facebook, Twitter, and Pinterest.
- Assisted with event planning and implementation, including identification of guest speakers and promoting events on Diné College campuses.

LEADERSHIP

Associated Student Of Diné College Tsaile, AZ
Vice-President-New Member Aug. 2013 - May 2015

- Ensured each new member felt welcomed and supported on Diné College campuses
- Planned and implemented weekly new member education meeting for 25 students
- Oversaw planning and execution of off-campus Immersion Retreat for entire chapter of 150 students

EDUCATION

Diné College Tsaile, AZ
Bachelor of Arts, Business Administration expected May 2020
Double Major: Political Science & Graphic Designer- Designer Track
GPA: 3.67 | Dean's List

Bachelor Of Science , Secondary Education, Math anticipated Dec. 2021
Major: Education

- Honors/Awards: Dean's List 5/6 Semester
Presidential Honor List
- Service Learning: Served on future educational leaders for one month

RELEVANT COURSEWORK

56 hours Finance and Accounting, data reporting
15 hours of education, including special needs services, multi-linguists languages, teaching method & styles
8 hours of practicum field experiences
8 hours observation reporting and analysis

PRESENTATIONS

"Early Signs of visually impaired in Navajo Children", presented at national meeting, Navajo Diné School, Window Rock, AZ, May 2019

ACTIVITIES

Animal Club, member	Jan. 2015 - Present
Anime Club, member	Mar. 2017 - Jun. 2017

CERTIFICATION

American Heart Association, CPR Certification	Jan. 2020 - Present
Navajo Fire & Safety Training, Certification	Mar. 2019 - May 2020