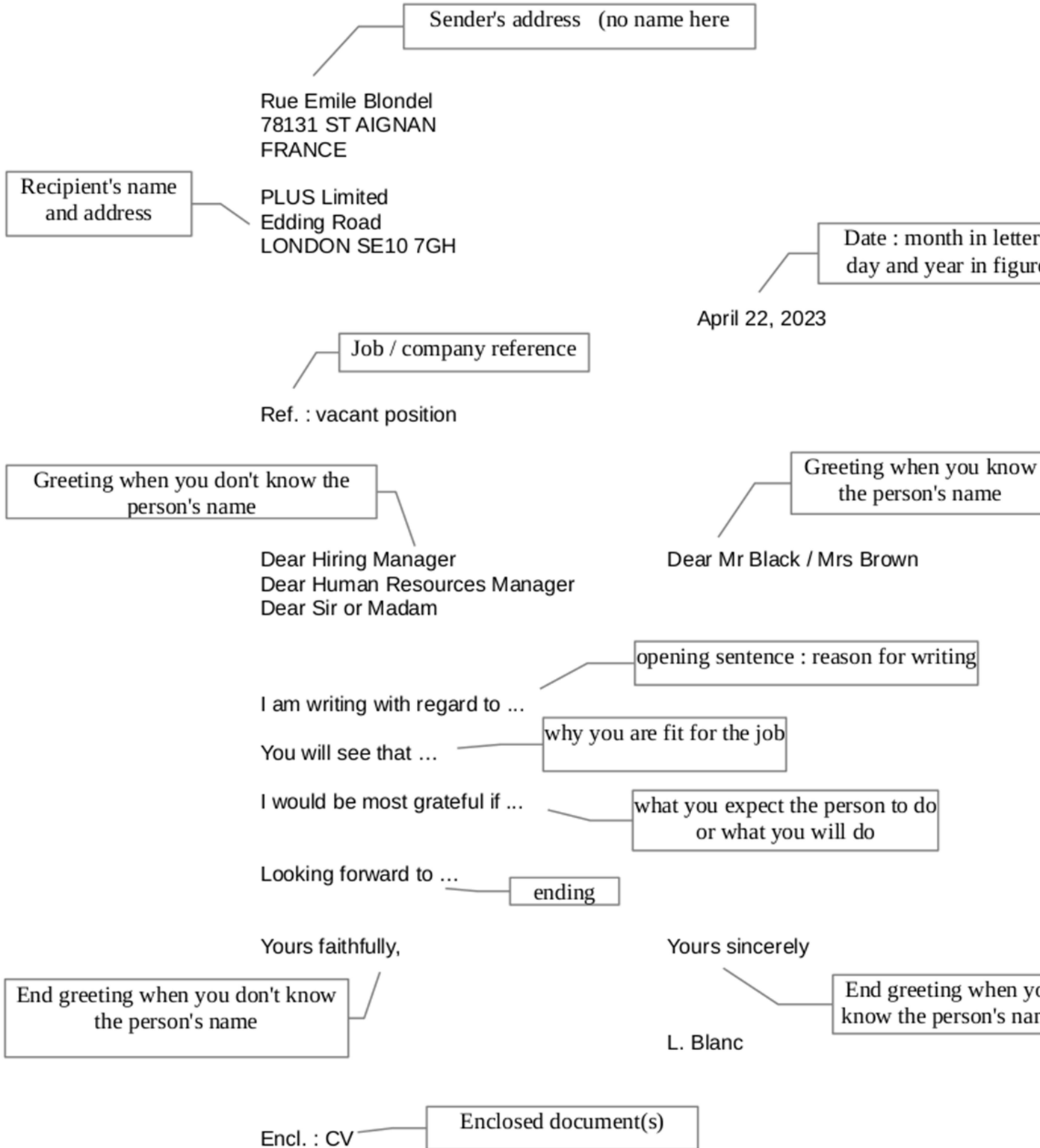


# Class 5 - The cover letter

## 1. Layout



## 2. General guidelines

A cover letter should be **short**: one page maximum, no more than 4 paragraphs .  
It must be **typed** and conform to the standards of English business correspondence .  
Use **spell-check** (first select English as the language for the document) .  
Mister, Mr, Ms and Miss must be followed by a last name (family name).  
DO NOT translate your French letter .DO NOT include the city when you write the date.  
DO NOT use contractions or slang (I'd, can't, guys, gonna, etc)

## 3. Structure

The use of the **AIDA pattern** (ATTENTION, INTEREST, DESIRE, ACTION) will result in a cover letter that is both pleasing to read and effective.

The first paragraph (A I )

Two or three sentences in length.

Start with an interest-creating sentence in which you appeal to the employer's needs.

Be as specific as you can about the position desired.

Give information to show your specific interest in the company.

The second paragraph ( D )

Usually three to five sentences in length.

- Create desire. Give details of your background that will show the reader why he should consider you as a candidate.
- Emphasize a match between the skills which you possess and those required by the employer. Always say what you can do for the organisation, how you can contribute.
- Tell your story but keep it brief and to the point.
- At the end of this paragraph make a reference to your CV/resume.

The third paragraph (A )

Two to three sentences in length.

In your closing paragraph you ask for action. Tell the employer how to get in touch with you, and thank the person for taking time to give you consideration.

<https://youtu.be/18JtMQalKaA>

## 4. Useful language

### Qualifiers

Do not hesitate to be specific when relating to your experience or knowledge. To do so, use a qualifier.

Match adjectives and what they can describe.

Use...	To describe...
hands-on, strong, solid, excellent, wide, extensive, broad, varied, successful	experience
in-depth, detailed, thorough, first-hand, extensive	knowledge
outstanding, excellent, proven, strong	ability / background / skill
leading, pioneer, small-sized, medium-sized, top-ranking, large, major, fast-growing, reputation of excellence	a company
challenging, rewarding, responsible, entry-level	a position
leading-edge, cutting-edge, latest, most advanced	a technology
innovative, highly organized, strongly / highly motivated, deeply committed, outgoing, enthusiastic, keen to join a team	personality
can meet deadlines, can deliver on time, good time management	respecting deadlines

### Exercises:

#### a- Greetings See <https://youtu.be/ITiPEQ2kL18>

When you are writing to a woman but you don't know her name, use: **Dear Madam**

When you are writing to a man but you don't know his name, use: **Dear Sir**

When you know the job title of the person but not their gender or name, use: **Dear Manager** or **Dear Head of Human Resources**

When you don't know exactly who will read your letter, use: **To whom it may concern**

If you begin with: *Dear Ms / Mrs / Mr James*, use the closing salutation: **Yours sincerely**

If you begin with: *Dear Sir or Madam*, use the closing salutation: **Yours faithfully**

#### b- Translate these sentences from a cover letter:

##### The first paragraph

Je souhaite postuler pour le poste de stagiaire publié dans.... J'obtiendrai mon Master en juin.

**I would like to apply for the internship position advertised in ... ; I will graduate in June with a Master's degree.**

Je suis très intéressé par le poste de....

**I am highly interested in the position of...**

Professeur Watson m'a recommandé XL Computer pour un poste de stagiaire.

**Professor Watson recommended XL Computer (to me) for a trainee / internship position.**

## The second paragraph

Un stage chez [company] sera la meilleure occasion d'élargir mes connaissances dans le domaine de ...

A training period in / at [company] will be the best opportunity for me to broaden my knowledge of the field of ...

...d'acquérir savoir-faire et expérience pratique

... to gain skills and hands-on / practical experience

...et de me familiariser avec les pratiques professionnelles à l'étranger.

... and to get familiar with foreign professional practices.

Veillez trouver ci-joint mon CV qui vous procurera une vue plus complète de ma formation/de mes compétences/aptitudes.

Please find my enclosed CV/resume which will provide you with a more complete view of my background / skills / abilities.

## The third paragraph

Si vous désirez de plus amples renseignements, vous pouvez me contacter au.....

Should you wish further information, you can contact me at [phone number or address]

Je suis disponible pour un entretien à votre convenance.

I am available for an interview at your (earliest) convenience.

Dans l'attente de votre réponse...

I look forward to hearing / reading from you / to your reply.

Je suis convaincu que ma formation universitaire et mon expérience seront utiles à votre entreprise.

I am confident that my academic background and my experience will benefit your company.

### c) Choose the best word(s) to complete each blank.

- I'm writing \_\_\_\_\_ your advertisement in the Los Angeles Times.  
in response to      to respond at      in respond to
- I'm writing to \_\_\_\_\_ the possibility of employment with your company.  
question about      inquest about      inquire about
- I have a \_\_\_\_\_ deal of experience in web development.  
lot      large      great
- I'm a \_\_\_\_\_ motivated self-starter.  
high      highly      heightly
- I have been \_\_\_\_\_ for my ability to manage others.  
noticed      notified      recognized
- I would very much like to meet with you \_\_\_\_\_ to discuss this position.  
in person      personal      for a chat
- I would very much like to meet with you to discuss this position \_\_\_\_\_.  
in detail      in details      in detailed
- I will call you on Tuesday to arrange a \_\_\_\_\_ meeting.  
eye-to-eye      nose-to-nose      face-to-face
- My main area of \_\_\_\_\_ is ...  
expert      expertise      experience
- As the \_\_\_\_\_ CV/resume illustrates, ...  
attached      enclosed      encapsulated

#### d) Fill in the blanks in the cover letter below

You will need to use the English equivalents of these French expressions

chef du personnel : **Personnel Manager**

eu connaissance de : **heard about**

offre d'emploi (poste vacant) d'ingénieur informatique : **vacant software engineer position**

dès l'obtention de mon diplôme : **upon completion of my degree**

correspondent à vos attentes : **match your expectations**

j'ai la responsabilité de ... : **my responsibilities include ...**

une solide formation en ... : **a strong background in ...**

ces compétences seraient utiles à ... : **these skills would benefit ...**

explique plus en détail : **further outlines**

répondre à vos exigences: **meet your requirements**

si vous souhaitez de plus amples renseignements: **should you wish any other information**

dans l'attente de votre réponse: **I look forward to hearing from you soon**

#### Cover Letter Sample

Charles S. Maines,  
1127 Irving Road,  
Columbus, OH 43215,  
(740)-460 9366.

Date: May 1, 2024.

Mr. Ira A. Blea, **Personnel Manager**,

National Solutions,  
2197 Lighthouse Drive,  
Springfield, MO 65804.

Dear Mr. Blea,

I **heard about** a **vacant software engineer position** at National Solutions from an online research through Career Services at Virginia Tech, where I am completing my Master's degree in Computer Engineering. I believe that my qualifications **match your expectations** and would like to apply for the position **upon completion of my degree** in May this year.

As a graduate student, I am one of the six members on a software development team writing a computer-aided aircraft design program for National Space Center. **My responsibilities include** designing, coding, and testing of a graphical portion of the program for graphics input and output. I have **a strong background in** computer-aided design, software development, and engineering, and believe that **these skills would benefit** the designing and manufacturing aspects of Template software. Enclosed is my resume that **further outlines** my qualifications.

I am confident that my skills will **meet your requirements**, and I would appreciate the opportunity of an interview with you. **Should you wish for any other information**, feel free to call me at your convenience.

Thank you for your time and consideration. **I look forward to hearing from you soon.**

Sincerely,

Charles S. Maines,  
Senior Student,  
ISTech., Columbus

Enclosures:

1. Resume - myresume.doc