Key Communication That Gets You the Job

Cover Letter Tips

- Use *anytime* a resume is sent by mail.
- Personalize your resume and target your skills to the specific employer.
- In a referral letter, the name of the individual who provided the referral must be mentioned in the letter.
- Whenever possible, address the cover letter to a specific person by name and title. (May require research.)
- Consider signing the letter in blue ink. It implies the letter is original.
- Structure the cover letter to reflect your individuality – but avoid appearing unprofessional.
- Keep it brief!
- Make sure the paper and style of cover letter matches the resume.

Thank You Letter Tips

- Write within 24 to 48 hours after the interview. (Ask for interview's business card so you have proper spelling, title, and address of interviewer.)
- Be brief and to the point.
- Restate your interest in the position.
- Plan your follow-up. Make it a point to tell the person when and how they can expect to hear from you.
- If there are multiple people involved, such as a panel interview, be sure to thank each person or send a single letter to a key person for distribution. When sending more than one, be sure to vary each one.
- Always send a written thank you to a person by name.
- Include any pertinent information you failed to mention earlier.
- Handwritten letters are more personal/appropriate for brief notes to individuals you may have met on-site.

E-mail Tips

- Email employers when an employer specifically invites or instructs you to do so. If an employer has been communicating with you via email – take your cues from that.
- Don't ever send an e-mail without doing research on-line first…don't ask a question that is easily answered on the organization's website!
- Don't send an email randomly to someone saying, "I'm not sure if you're the correct person…."
- Job negotiations are better conducted verbally than in writing. However, if speed is of the essence, an email could alert the employer that you have questions with an email.
- Your email alias, your subject line and your content should be clear and appropriate.
- A blank subject line is unacceptable. You've given the recipient reason to ignore your e-mail.
- Don't ever misspell a person's name. If there is no name supplied – you may use Dear Sir or Madam.
- Don't ever assume a woman's marital status. (ONLY USE Ms.!)
- ALL CAPS MEANS YOU ARE YELLING AT ME!
- If you are emailing an employer, name your attachments logically.
- Don't send an empty email that forces the recipient to open an attachment to know why you're writing.
- Don't let the speed of sending an email blind you to the fact that you will be judged on what you say and how you say it.
- Retain copies of the emails you send and receive.