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Gearred2Lead

Youth Leadership Development Programme

with ASHREF ISMAIL

Week 5 - 23 July 2021

WEEK 5 - Sat, 23 July 2020



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Session 1	10h00 - 12h00	How to Dissect a Job Advert	How to Write a Killer Cover Letter	How to Prepare a CV/Resume



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•Tips on Preparing a CV

1. Do your research



- The very first tip to consider comes well before you start writing your CV... Researching your target roles.
- For your CV to be successful, it needs to contain the skills and experience that your desired employers are looking for.
- Hit the job boards, scan through lots of relevant job adverts and make a list of the most sought after requirements for your target roles.
- Once you have this list, you know exactly what skills and knowledge you should be highlighting in your CV.
- This is a crucial step – without it, you will simply be using guesswork to create your CV

2. Break text up



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- Huge chunks of text are off-putting for readers and make it difficult for recruiters to pick out the information they need.
- If you were reading hundreds of CVs every week, would you want to wade through too much text?
- Make it easy for recruiters to spot your talents by breaking text up into easily digestible sections.

3. Add a punchy profile to your CV



- The top of your CV is hugely important, as it the very first thing a recruiter or hiring manager will see upon opening it.
- Make a big impact by selling yourself with an attractive CV profile.
- Keep it short and sharp in order to hold readers' attention, summarise your most valuable skills and highlight the benefits of employing you.
- Quick tip: If you worry that your spelling and grammar might not be correct, try using a free writing assistant tool like Grammarly to eliminate the risk of making mistakes.

4. Use a core skills section



- A core skills section is a **bullet pointed** list that sits just under your profile.
- It can include anything from industry experience and qualifications to skills and IT knowledge.
- The purpose is to give readers a very quick snapshot of your offering so that they can see that you are a good fit for their vacancy at first glance.
- For best results, tailor these points to reflect the requirements of the jobs you are applying for.

5. Use a professional email address



- Every part of your CV will be judged by employers, so it needs to reflect your professionalism at all times.
- If you've labelled the top of your CV with an email address like badboy247@gmail.com, it won't create the best first impression.
- Use something simple like your full name to keep the document looking professional.

6. Show your impact



- When writing your CV role descriptions, it's important to show your responsibilities.
- But it's even better to show what impact your actions have for your employers.

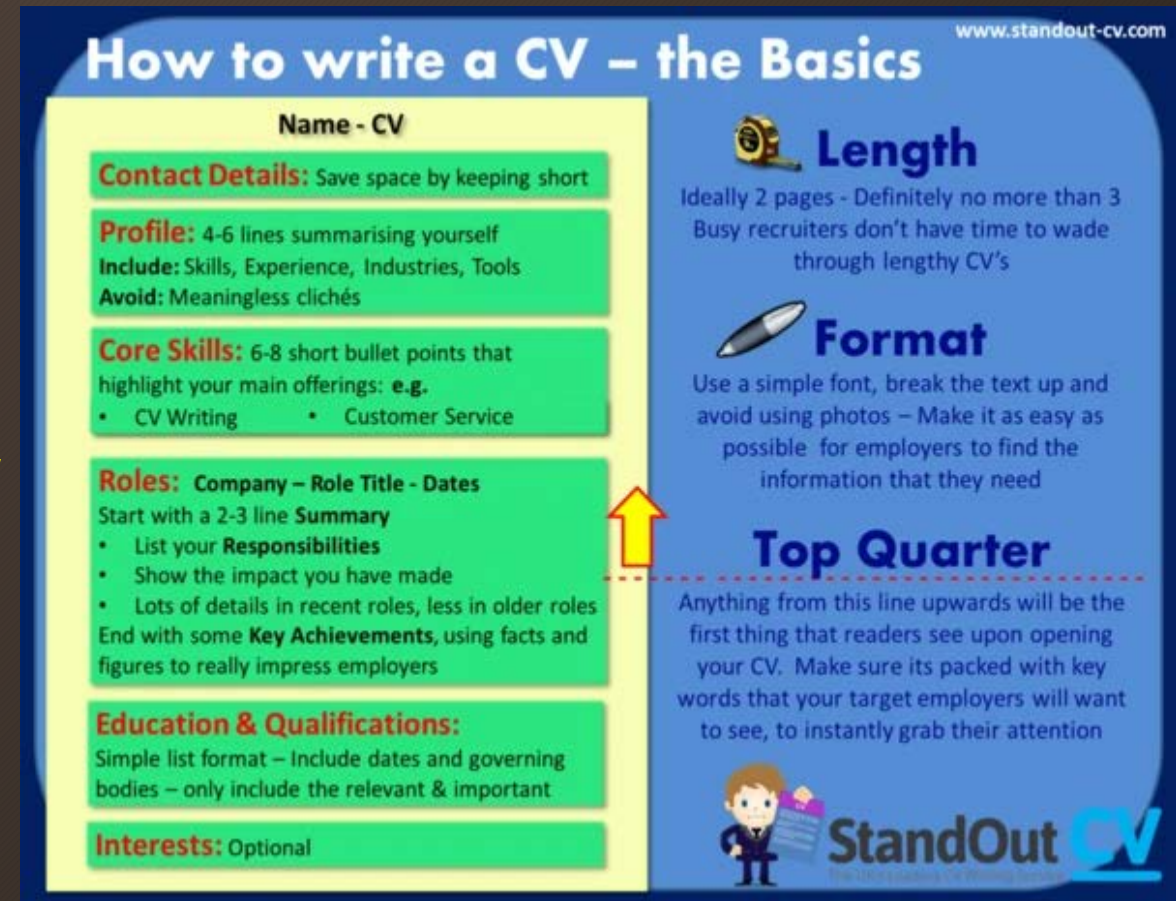
7. Structure your CV for easy navigation



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- With recruiters often receiving hundreds of CVs for every job they advertise, it pays off to make yours easy to read.

Use the diagram to structure your CV and ensure it is easily navigated and readers can find the information they want without any hassle.



8. Give a high level summary of your roles



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- Delving into the nitty gritty details of your roles without first setting the scene, can be confusing for readers.
- Give your role descriptions some context by heading them up with a high level summary that explains what the employer does, where you sit within the organisation and how your role benefits the employer.
- Now the details of your roles will make a lot more sense to recruiters, because they will be able to see how your work feeds into the overall success of your employers

9. Avoid generic clichés



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- CV clichés are terms like:
 - “hard working”
 - “team player”
 - “enthusiastic”
 - “out-of-the-box thinker”
- These phrases may appear impressive at first glance, but they don’t actually tell recruiters anything factual about you.
- If you want to show employers that you are a hard-working team player, don’t simply state the fact; instead use examples of the results you have achieved within team settings to prove it.

10. Tailor your CV to every job you apply for



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- Although your CV will be tailored towards the general type of roles you are applying to, you can give each application a boost by tweaking the CV even further, every time you apply for a different role.
- Assess each job advert before applying and make sure that your CV is highlighting the most important requirements for each one.
- If you are hiding any crucial skills that are required for a particular role, at the bottom of your CV, then make sure you move them up to the top of the CV for that application and make them prominent.
- One quick and simple way to tailor your CV is by swapping your **core skills** around to reflect the requirements in the job advert.

11. Use a simple font



- Don't over complicate your CV by using an over-elaborate font. This is a really basic but important CV writing tip.
- Keep your font simple to allow easy reading and a professional outlook.
- A font like Arial, Tahoma or Calibri will work well

12. Add a professional title



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- Head up the top of your CV with a professional title next to your name, to instantly show recruiters what type of candidate you are.
- Tailor your title towards each role you apply for and you will appear as a suitable candidate from the very moment your CV is opened.

13. Do not add a photo to your CV



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- Unless you are applying for an acting or modelling job, a photo is unnecessary and can even look a little cheesy.
- Employers are interested in the skills and knowledge you can bring to them, they are not too bothered about what you look like.
- Save the space on your CV for compelling content.

14. Do not use logo images



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- There is no need to include the logos of the companies you have worked for; they will make your CV file size unnecessarily big and often confuse CV scanning software.
- Keep your CV simple by writing the names of all your employers

15. Include plenty of detail on your current or most recent role



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- our most recent role is the area of your CV that will be scrutinised the most by recruiters and employers, so it's imperative that you provide enough detail to explain it fully.

16. Shorten older roles



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- If you are an experienced candidate with years of experience, there's no need to write huge amounts of detail on your older roles.
- Recruiters will be focusing on your recent work to understand your current capabilities, so shorten older roles down to brief summaries to give readers an idea of your career path.

17. Keep colours conventional



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- You want your CV to stand out, but make sure it stands out for the right reasons.
- Using neon colours in an attempt to grab attention is a big mistake will cast doubts over your judgement.
- It's OK to add a splash of colour (especially when applying to create a modern CV look) but don't go crazy with it.
- Keep the colour coding professional looking and don't use more than 2 font colours throughout.

18. Avoid using skills graphs



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- Skills graphs like the one on the side are designed to give recruiters an idea of your levels of proficiency in certain areas.
- The problem with them, is that they offer no real tangible scale to readers.
- Instead of using skills graphs, quote real tangible facts that recruiters can relate to.
- Such as:
 - Length of experience – “3 years HTML coding experience”
 - Qualifications and training - “Windows certified”

SKILLS



19. Tidy up your page transitions



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- Your CV is a professional document so it needs to look immaculate.
- Keep your page transitions nice and tidy.

20. Keep your CV to around 2 pages in length



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- Whilst there is no set-in-stone rule regarding CV length, it's best to try and keep your CV to around 2 pages.
- 2 pages is just enough space to tell readers your story without boring them.
- Busy recruiters and hiring managers often see hundreds of CVs in a week, so they won't want to read a 7 page CV. If yours is coming in too long, you need to shorten it down by cutting out irrelevant information.
- If your CV goes a tiny bit over or under 2 pages, don't panic... It won't cost you the job – just try to keep it as close to 2 pages as possible.

21. Use professional language



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- Your CV should be a gleaming example of your written communication skills, so ensure that you write in a consistently professional manner.
- Recruiters will assume that your CV language reflects the way you will communicate in the workplace, so construct your sentences properly and use a **wide vocabulary**.
- Quick tip: If you struggle to write in a professional style, use a free grammar checking tool like **Grammarly** to improve your writing.
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22. Use bullet points in your roles



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- Use bullet points in your roles descriptions to make them easy for recruiters to skim read.
- Nobody wants to wade through a big chunk of unbroken text to find the information they want.

23. List your roles in reverse chronological order



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- Employers are mostly interested in your recent work to assess your current capabilities, so start your CV with your most recent role to ensure it receives immediate attention.

24. Explain gaps in your employment



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- If you have taken time out to travel, study, complete a personal project, or even due to illness; be transparent and include it on your CV.
- Leaving an unexplained gap will make recruiters suspicious, and trying to cover gaps by falsely extending other roles may land you in trouble when it comes to reference checks.
- Time spent outside of work can often involve plenty of skills (for example travelling requires organisation, planning, social skills etc.) so you can always put a positive spin on a career break description.



25. Send your CV in Word format



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- MS Word is the most commonly used CV format, so sending in Word will ensure that your CV can be read and passes through any CV scanning software.
- Also, there will be occasions where recruiters need to quickly make edits to your CV before sending on to hiring managers. For example some organisations require recruitment agencies to transfer all candidates CVs into a company standard format before submitting – and sometimes they will just need to remove contact details before forwarding.
- Sending your CV in Word means it is readily editable and recruiters will be able to get your CV across to hiring managers more quickly than if you had sent in PDF and they had to chase you for a Word version. This will help you to get your CV in front of decision makers before other candidates.

26. Give your CV document a professional file name



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- The filename of your CV will be visible when sending applications, so take a few seconds to name it professionally.
- Something simple like first name - surname CV will suffice.
- Avoid using a messy name like Daves CV first draft 030934

27. Use space wisely



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- You have limited space on your CV, so make every square inch count.
- Set your page margins fairly small so that you have lots of room for text and try not leave any big blank spaces through poor CV formatting.
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28. Proofread your CV



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- It only takes one spelling or grammar mistake to make a recruiter doubt your credibility, so proofread your CV 2 or 3 times before taking it to the job market.
- If English isn't your first language or you are simply are not confident in your use of grammar, try a free proofreading tool like Grammarly.
-

29. Do not include unnecessary personal details



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- Details like your full address, date of birth and marital status are surplus to requirement in your CV and take up space unnecessarily.
- The only details you need to include are your name, email address, phone number and general location you are looking to work in.
- You can also add a link to your **LinkedIn profile** if you feel it will benefit your applications..

30. Be truthful



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- Don't be tempted to falsify qualifications or make up jobs that you haven't done.
- A white lie may get you through to interview stage, but the interviewer could quite easily catch you out if you don't appear to know what you are talking about.
- Also, most companies will run reference checks after making a job offer, so it's not worth risking your reputation.
- So yes, use a bit of creativity and sell yourself, but don't overdo it.

31. Divide your CV sections clearly



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- To allow easy navigation of your CV by recruiters, ensure that each section and sub-section is clearly separated and divided.
- Use bold heading and page borders for best results.

32. Include facts and figures



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- Backing your achievements up with tangible figures is a great way to quantify your value to employers.

Remember!



- Every CV is should be correct on three levels”
- Level 1: Technically Correct (layout/design)
- Level 2: Grammatically Correct (spelling, punctuation, grammar)
- Level 3: Factually Correct (don't lie or exaggerate)
- A CV markets you in your absence, how do you want it to represent you?
- ***This is where your Portfolio of Evidence comes in most handy!!***

Task - Deadline: ???



- Apply for a vacancy.
- Cut-out and insert a job advert that you are applying for.
- Dissect the advert as explained
- Write a covering letter
- Prepare a CV
- Send to ash@rwtraining.co.za

How to Dissect a Job Advert



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- Requirements?
- Skills?
- Traits?
- Performance areas?
- Other details?

Successful Cover Letter Tips & Advice



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- **These tips for cover letters will include:**
 - Tips on how to write a cover letter that gets the job done.
 - Understanding what should be included in a cover letter for a job application.
 - Good cover letter tips and examples on writing a compelling story.
 - The best cover letter advice that you can put to work immediately.

1. Understand What Must be Included to Not Miss Any Opportunity



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- Write a tailored cover letter for each position you're applying to.
- Include your name, address, and the date.
- Add the hiring manager's name and the company's name and address.
- Use a proper cover letter greeting/salutation, Write a killer opening statement
- Showcase your skills and experience and explain what you can do for the company in a short body paragraph (or two)
- Highlight your achievements in a closing statement
- Add complimentary close (e.g., *Regards*, *Sincerely*) and your name/signature at the bottom as well as any **cover letter enclosures**

2. Research the Company to Be Their Perfect Candidate



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- Read the job description, and **then reread it.**
- Make sure you understand the perfect candidate which the recruiter has in mind.
- Research the company (try Glassdoor, for example) to understand their values, their goals, and what they want in a candidate.
- This will not only give you ammunition for writing a great cover letter, but it will also serve as great talking points for the interview.

3. Choose the Right Cover Letter Format to Make the Best Impression



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- The basic cover letter format, or the cover letter template, is the foundation upon which you'll structure your cover letter.
- The format of cover letters includes the information you include, how you lay out that information (cover letter layout), and the design or template in which you'll deliver it.

4. Don't Include Your Social Links



- You repeat your name, address, phone number, and email address in your cover letter, but there is no reason to add the rest of your social links, profile URLs, and portfolio information with your contact details.
- Save this for your resume.
- However, if the styling of your resume suggests that your social media accounts and icons be included on your cover letter as well as your resume, by all means!
 -

5. Customize Your Cover Letter For Each Job - Here's Why



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- Do you have a resume with cover letter already made from the last job you applied for?
- **Crumple it up, and throw that generic cover letter for any resume out.**
 - You see, writing the best cover letter means to customize it for each job you apply to.
 - You need to tailor your cover letter to the employer.
 - Sure, there are going to be some parts from the last cover letter that you can reuse, but I'd say about 75% of it deserves to be redone.

6. Don't Echo Your Resume



- Though you'll choose a cover letter format that complements your resume, you want to make sure that you **don't echo exactly what you put inside your resume.**
- Your cover letter should not reiterate the information from your resume, but rather add to it.
- The purpose of a cover letter is to introduce yourself, like a master of ceremonies to your resume's main act.
- Remember not to include all the same information and facts which you listed on your resume. You've already said a lot of this stuff, and a cover letter is not meant to be read *instead* of your resume.
- Make it complement your resume by including extra details and really making the case for your employment. **This is one of the most important tips on writing a cover letter**

7. Don't Be Too Formal - Show Your Human Side



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- Though we advise that your cover letter format or cover letter template should be structured like a formal business letter, don't be too formal with the actual words you choose to include on your cover letter.
- Use the first person on your cover letter (though not on your resume). Convey your enthusiasm for the job in colloquial, everyday language.
- Use your cover letter to show off your human side before they get to the point-by-point breakdown of your resume.

8. Choose the Perfect Font - One They'll be Sure to Read



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- There are a lot of great fonts out there. Choosing the best font for your cover letter is important.
- Avoid cursive fonts or anything too fancy or weird on your cover letter.
- The best font according to our cover letter guidelines? The one that you chose for your resume! Keep it consistent.

9. Use a Cover Letter to Explain An Employment Gap



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- Your resume might show that you have a **gap in your work history** between Job A and Job B. So guess what? Your cover letter is a great place to explain that!
- You don't necessarily need to bring it to the employer's attention, but if you feel it is obvious, you could take the initiative, especially if you know that you have a solid reason behind the gap, such as a volunteering stint or a newborn child.

10. Don't Start With Your Name - Here's Why That's Lame



- You can add your name at the very top, where your address, phone number, and email address are, but what I mean is this:
- They know your name from your email, from your cover letter details above, and from the resume. This is a benefit-free addition, at best.

11. Open Strong - Use a Powerful Opening Sentence



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- Get off on the right foot.
- A strong opening statement on a cover letter and an equally strong introductory paragraph will compel the hiring manager to keep reading - and hopefully move on to the resume.

12. Call the Recruiter by Name to Grab Their Attention Immediately



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- One of the most successful cover letter tips I've come across is to call the recruiter (hiring manager) by name.
- **Why?**
 - It's simple. Naming the person that will read your cover letter and glance at your resume gives them a jolt of familiarity, and it's more likely to make your cover letter stand out for them.
 - It also makes them feel that you care about the job more, as you couldn't have sent this out to other companies.

13. Call the Company by Name - Here's Why It's a Must



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- Just like with the last cover letter tips, naming the company is a surefire way to let the hiring manager know that you are serious about this particular job.
- Where do you call the company by name? You should do it twice, at least: once in the address (we'll talk more about that soon), and once or more in the body of your cover letter.

14. Address Your Cover Letter the Right Way



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- Learning how to address a cover letter is the key to beginning on the right foot. These are cover letter basics.
- The addresses are located at the top, as with most letters, after all.
-
- Your name and address should go on the very top, and it can be left-, right-, or center-oriented. Include your phone number and email address.
- Follow that with the company address, left-aligned above your salutation of the cover letter: first the recruiter's name (if you have it), then the company's name, and then the company's address.

15. Address Your Cover Letter to Specific Person (if you have name)



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- You already (hopefully) found out the name of the hiring manager so that you can call them by name in the greeting/salutation of your cover letter. Avoid *To Whom It May Concern* like the plague.
- But, don't stop there.
- When you're adding an address, post it through to that hiring manager's department or exact office, so that it gets into the right hands right off the bat.
- However, don't do this if they instructed you to address it elsewhere in the job description, of course.

16. Here's the Right Way to Address a Cover Letter If You Don't Have a Name



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- If you don't know the hiring manager's name, all hope is not lost.
- In this case, there are generic salutations and greetings that work better than others. Choose something like ***Dear Hiring Manager***

17. Make Your Cover Letter More About Them, Less About You



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- To build on the last cover letter tips, one of the most important points you need to remember is that you must **make your cover letter about them.**
- Sure, **you** want the job. You'll tell them why **you** are the best person for it. And **your** address is listed at the top of the page.
-
- These are all fine, but what I mean is that you need to list those things about you that are of consequence to them. If you are unsure about something you are thinking about putting in your cover letter, ask yourself: "Is this relevant to this company?"

18.Show Them Why You Are Interested



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- You're interested in the position they are offering, but convey just how enthusiastic and excited you are about **this exact company**.
- Finish that sentence you just started in the last cover letter tip by building on it and addressing something that is particular to this job
- Make your positive attitude transcend the page and let them feel that you want it.
- Make them excited and enthusiastic at the prospect of hiring you by showing them that you know them.
- This will make a fine cover letter introduction.

19. Don't Forget to Include a Date - One Formality You Need to Keep



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- Cover letters for employment are professional and formal letters, so the structure of a cover letter should follow similar rules.
- A date is an integral part, and that's true with those informal ones, too, like birthday cards
- Add the date that you are sending the email, including month, day, and year.
- Most appropriately, choose to spell out the full month name rather than abbreviating it or giving its numeric equivalent.
- Add it near the top, above the greeting or salutation.

20. Use Keywords to Pass the ATS Gatekeeper



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- Any list of tips on resumes and cover letters has to mention resume keywords Not sure what we mean? Refresh your memory with our resume keywords article [here](#).
- Both the hiring manager and the ATS are searching for keywords as they look at each cover letter and resume.
- The **ATS**, or **Applicant Tracking System**, is software that larger recruiters employ specifically to parse for these keywords, reducing their workload and narrowing down the applicant pool to those who more-closely match their needs.

Here's an example of resume keywords on a job description:



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Qualifications:

- Experience using IT Service Management systems (BMC Service Desk Express, SupportWorks, Magic, Remedy, ServiceNow)
- Solid hardware troubleshooting skills (laptop, desktop, printer, Cisco, mobile devices)
- Working knowledge of computer software (Windows 7/8/10, MAC OS X, Active Directory, Microsoft Office 2010, SCCM, WebEx, Go-to-Meeting, Adobe Acrobat, Bomgar, Citrix XenDesktop, VPN, RSA SecurID, MDM)
- Exceptional customer service skills
- Excellent written and verbal communication skills

There are good descriptive keywords to include (blue-highlighted), as well as some great employer-specific ones (yellow-highlighted).

21. Tell a Story - But Keep It Short and Sweet



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- Use a cover letter as a short story about your candidacy.
- Unlike your resume, which follows more rigid structuring, a cover letter is a great way to narrate where you come from, where you stand now, and where you hope to be.
- The key word here is *short*. Keep the entirety of your cover letter to about three or four paragraphs, using the middle paragraph or two for a brief story.
- Show the recruiter that your past experience and present knowledge would be a perfect match for their company's future. Make it easy for them to imagine that your story and theirs can merge together, like the Avengers.
- Your cover letter should serve as a brief, compelling introduction to your resume and your candidacy. The company and the hiring manager can learn more about you in the interview - that's what it's for!

22. Convey Your Enthusiasm - Here's Why



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- While you're telling your short story, make sure to convey your enthusiasm.
- Employers don't just want someone *willing* to do the job; employers prefer candidates who would be enthusiastic to work at the company.
- Every applicant is willing to do the job, the resumes say that, but it's up to that story you tell within your cover letter to convey your enthusiasm.

23.Be Logical & Chronological



- Don't jump around from past to present back to past on your cover letter.
- Structure your cover letter so that it shows a logical progression in your employment and skill story.

Keep it chronologically in order, like we talked about in telling your story:

- **Past** history
- **Present** state of affairs
- How you will be perfect for the company's **future**

24.Explain Why You're the Best for the Job



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- Use the body of your cover letter to explain to the hiring manager what value you will add to the company should they hire you.
- Just like the achievements of your resume's experience section, use quantifiable accomplishments from your previous work experience to show them that you are more than capable.

25. Don't You Dare Lie - You'll Get Caught



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- You might feel the need to jazz up your cover letter a bit by embellishment of some minor details or a little exaggeration.
- Some of the braver people out there may go all out and make up some alternate reality.
- **Don't lie.**
- This won't work, and it won't get you work.
- **Lying on your cover letter** will be found out sooner or later, and that could hurt your future. Even if you managed to get hired and work years, when the truth comes out, it will do great harm to your career, contacts in the industry, and your future prospects.

26. Don't Go Overboard



- You should tell a compelling story, one that is unique and human in nature.
- However, don't go overboard - with your jokes, your flattery, or with begging for the job.
- Show interest but don't turn them off - this is one of life's many dances, like dating.
- Also, most people don't like braggers, but your resume and cover letter are designed to showcase the best you have to offer.
- Get over your distaste for bragging by including your achievements and wins - just don't go too far. Stay humble while portraying how great you are, something like:

27.Show You're a Cultural Fit for Their Team



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- You've now explained why you're the best for the job, but that was with numbers and experience and knowledge.
- What you need to do now is to convince them that you are a cultural fit - that you have similar values as the company and that you will be a good match with your future coworkers and management team.
-

28.Be Yourself - Don't Pretend to be Something You're Not



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- Though we are giving you advice on what to put in a cover letter, don't feel as it is the only way.
-
- Be honest, especially to who you are as a person.
- If you are **creative**, and especially if you are applying for a position that celebrates creativity, find your own unique way to deliver the best cover letter.
- Feel free to have a little fun with your cover letter without going too far. What's too far? Well, that's up to you and the recruiter to decide, ultimately. Many modern employers will reward your creativity.

29. Choose Active Voice and Avoid Buzzwords



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- Just like when **writing your resume**, don't use over-the-top jargon, clichés, or meaningless **buzzwords** that are too specific. A **study from Princeton** says that you're probably overcompensating.
- The only exception is when there are buzzwords in the job description, which effectively turn them into cover letter keywords. Also, don't use passive voice on cover letters. It feels evasive and unclear.

30. Call the Recruiter by Name (Again)



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- I've told you the importance of calling the recruiter by name, both in the address and in your greeting/salutation.
- However, one of my favorite cover letter writing tips is to call them by name once more.
- This grabs their attention one last time before you close, and it doubles the benefit by really making it feel personalized.
-
- **But be careful!** Doing this means you have one more word to find and replace if you decide you want to copy this cover letter on over to the next internship or job application.

31.Close Strong: How to End a Cover Letter



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- You came out of the gate with gusto, and you maintained that momentum throughout the body of your cover letter.
- Now, end your cover letter on a strong note so that you leave a pleasant aftertaste.

For example:

I welcome the opportunity to discuss more with you about how my past achievements at Carson Logistics, Inc. can translate into similar successes at Argo Drones. Thank you very much for your time and consideration of my application. I look forward to hearing back from you soon!

Sincerely,

Angela Tackett

32.Edit Your Cover Letter the Right Way - Here's How



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- This might go without saying, but if you are following these job cover letter tips as you are working on yours, a helpful reminder won't do any harm.
- **When you are finished writing your cover letter:**
 - Edit it down to make your **cover letter** it the proper length.
 - Proofread it by using a tool like **Grammarly**.
 - Omit any unclear statements, such as jargon or run-on sentences.
 - Replace overused words.
- Ask a friend or relative to look over what you consider to be your final draft. Have them make sure that the logic is sound and that you are not missing anything important. They'll also check for grammar or spelling mistakes while they're at it.

33. Check to See If Something Specific Should be in the Email Subject Line



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- Before you send your cover letter and resume off as attachments on an email, check the job description once more to see if they ask applicants to send emails with **something specific in the subject line** of the email.

34.The P.S. Rule - One of the Best Tips for a Great Cover Letter



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- One final cover letter tip for the very bottom: **always end a cover letter with a P.S.**
- This is a great cover letter hack, as a P.S. (postscript) at the bottom of your cover letter always draws the attention of the reader.

35. Closing Sentiment - Complement Your Cover Letter with a Complimentary Close



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- That closing sentiment right before the end of any letter or card is called the complimentary close (or complimentary closing), though some refer to it as a closing salutation.
- Don't just pick any complimentary close. Choose one that is formal and widely accepted.

36. Save Your Files Properly - Here's How



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- Use a naming convention for your resume and **cover letter title** that includes your name, hyphens or underscores, the position you're targeting, and the word *resume* or *cover letter*.
- Keep everything consistent and standardized. Also, if, for some strange reason, you feel compelled to send your cover letter and resume as an Office online link or Google Doc URL, don't forget to grant them the right permissions!
- Without granting viewing permissions, they won't be able to view your document - that'd be a shame!
- You could grant permissions to view to specific email addresses, if you know the email address of the hiring manager, but it could backfire should they want to view it from a different account or share it with someone else. The best thing to do is to "*grant viewing permission to anyone with the URL*" or just send your cover letter and resume as an email attachment.

37.Send Your Cover Letter Off The Right Way - Here's How



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- Optimize your cover letter for the ATS (applicant tracking system). Include a.DOC version, and include a PDF version *only if* you know that the text is able to be read by the ATS bots.

38. Prepare for that Interview!



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- Well, that's it! You've created a great cover letter, and you followed all these tips for writing cover letters to ensure that you did it right.
- Pat yourself on the back, cross your fingers, and wait for the interview invitation that's sure to come in any time now.