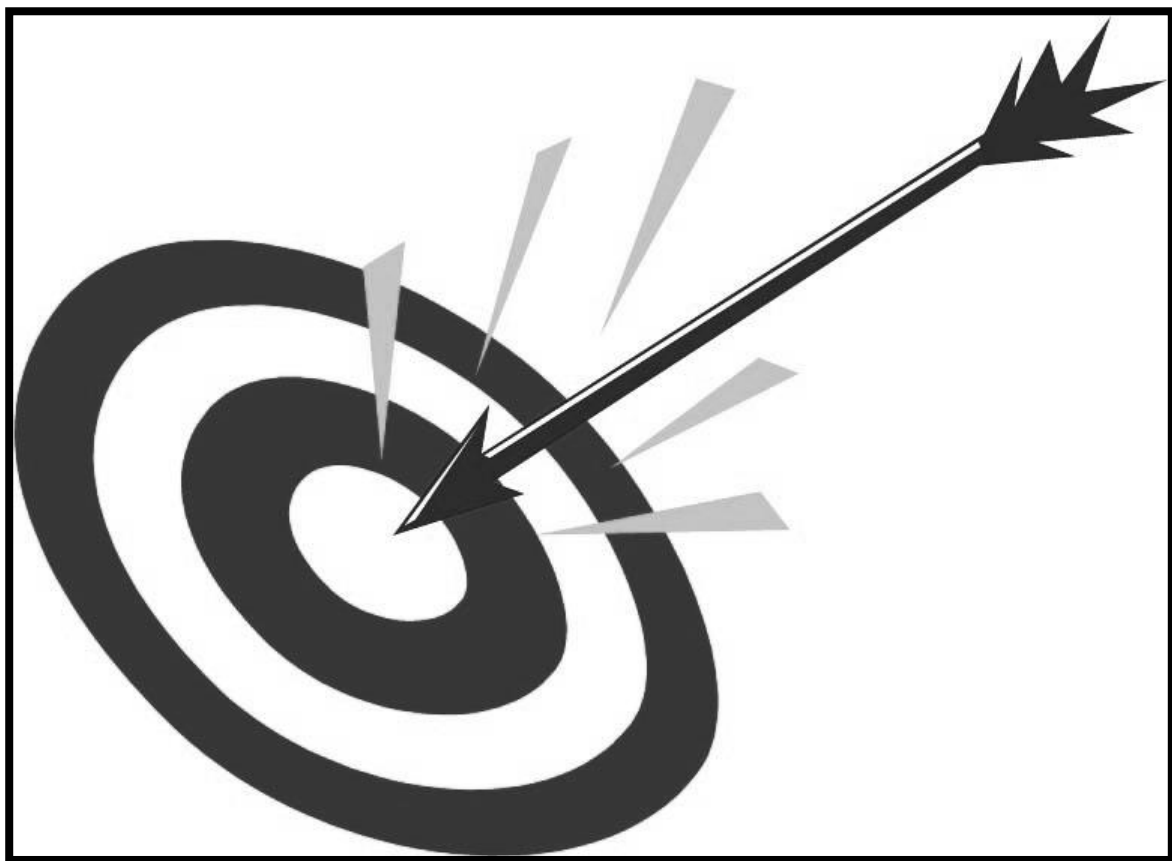


# Targeted Cover Letters



Osborne Village  
RESOURCE CENTRE

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# How Do I Write a Great Targeted Cover Letter?

Read the job ad and answer these four simple questions.

1. Can I DO the job?
2. What do I like about the COMPANY?
3. What makes ME a great candidate for the job?
4. What are the instructions for submitting the application?



The most common error job seekers make is to send a generic form cover letter. This does not make a good impression!

*- Survey of 110 Winnipeg employers, from a wide range of sectors*

To see how that looks, turn to page 2.



## Getting Information From The Job Ad

Here is a job ad from **Indeed.ca**. Finding the information in the job ad that answers the first question will provide us with a good start in writing a great targeted cover letter!

**Store Manager**  
Flaunt Boutique - Winnipeg, MB

Located in Winnipeg's ever growing Exchange District we feature new and trending women's designer fashions. If you love glitz and glam this is where you will find it. We are seeking an experienced and **professional** individual to join our team....

Do you love women's fashion and love to sell? Are you highly motivated and organized? We are looking for someone who possesses **strong leadership skills**, along with an **ability to multitask**, a passion for fashion and a positive attitude.....Daytime, evenings and weekend availability is necessary and **past management experience** in a fast paced, high energy, client based retail store would be a great asset.

We are looking for someone great to join our team so let us know why you think this is the job for you!

Please apply via this ad or to apply in person drop by De Luca Fine Wines at 942 Portage Avenue.

Check out our store at [www.shopflaunt.ca](http://www.shopflaunt.ca) or find us on Instagram, Facebook & Twitter @FlauntWpg

**1. Can I DO the job?**

- ☐ professional
- ☐ strong leadership skills
- ☐ ability to multitask
- ☐ past management experience

**YOUR TURN**

**Review YOUR job ad and answer the 1st question.**

**1. Can I DO the job?**

Turn to page 3 to see what information was found in the job ad to answer Question 2.



**Store Manager**

Flaunt Boutique - Winnipeg, MB

Located in Winnipeg's ever growing Exchange District we feature **new and trending women's designer fashions**. If you love glitz and glam this is where you will find it. We are seeking an experienced and professional individual to join our team....

Do you love women's fashion and love to sell? Are you highly motivated and organized? We are looking for someone who possesses strong leadership skills, along with an ability to multitask, a passion for fashion and a positive attitude.....Daytime, evenings and weekend availability is necessary and past management experience in a **fast paced, high energy, client based retail store** would be a great asset.

We are looking for someone great to join our team so let us know why you think this is the job for you!

Please apply via this ad or to apply in person drop by De Luca Fine Wines at 942 Portage Avenue.

Check out our store at **www.shopflaunt.ca** or find us on **Instagram, Facebook & Twitter @FlauntWpg**

**2. What do I like about the COMPANY?**

new and trending women's designer fashions

fast paced, high energy, client based retail store

Google the company

look at Facebook, Instagram, Twitter

[www.shopflaunt.ca](http://www.shopflaunt.ca)

**YOUR TURN**

Review YOUR job ad and answer the 2nd question.

**2. What do I like about the COMPANY?**

Turn to page 4 to see what information was found in the job ad to answer Question 3.



## Store Manager

Flaunt Boutique - Winnipeg, MB

Located in Winnipeg's ever growing Exchange District we feature new and trending women's designer fashions. If you **love glitz and glam** this is where you will find it. We are seeking an experienced and professional individual to join our team....

Do you love women's fashion and love to sell? Are you highly motivated and organized? We are looking for someone who possesses strong leadership skills, along with an ability to multitask, a **passion for fashion** and a **positive attitude.....Daytime, evenings and weekend availability** is necessary and past management experience in a fast paced, high energy, client based retail store would be a great asset.

We are looking for someone great to join our team so let us know why you think this is the job for you!

Please apply via this ad or to apply in person drop by De Luca Fine Wines at 942 Portage Avenue.

Check out our store at [www.shopflaunt.ca](http://www.shopflaunt.ca) or find us on Instagram, Facebook & Twitter @FlauntWpg

### 3. What makes ME a great candidate for the job?

After reading about the company, why would I be a good fit in the company?

love glitz and glam  
passion for fashion  
positive attitude  
daytime, evenings and weekend  
availability

## YOUR TURN

Review YOUR job ad and answer the 3rd question.

### 3. What makes ME a great candidate for the job?

Turn to page 5 to review the job ad and find the instructions for submitting an application for the job posting.



**Store Manager**

Flaunt Boutique - Winnipeg, MB

Located in Winnipeg's ever growing Exchange District we feature new and trending women's designer fashions. If you love glitz and glam this is where you will find it. We are seeking an experienced and professional individual to join our team....

Do you love women's fashion and love to sell? Are you highly motivated and organized? We are looking for someone who possesses strong leadership skills, along with an ability to multitask, a passion for fashion and a positive attitude.....Daytime, evenings and weekend availability is necessary and past management experience in a fast paced, high energy, client based retail store would be a great asset.

We are looking for someone great to join our team so let us know why you think this is the job for you!

**Please apply via this ad or to apply in person drop by De Luca Fine Wines at 942 Portage Avenue.**

Check out our store at [www.shopflaunt.ca](http://www.shopflaunt.ca) or find us on Instagram, Facebook & Twitter @FlauntWpg

#### 4. What are the INSTRUCTIONS for submitting the application?

please apply via this ad, OR  
to apply in person drop by  
De Luca Fine Wines at  
942 Portage Avenue

## YOUR TURN

Review YOUR job ad and answer the 4th question.

#### 4. What are the instructions for submitting the application?



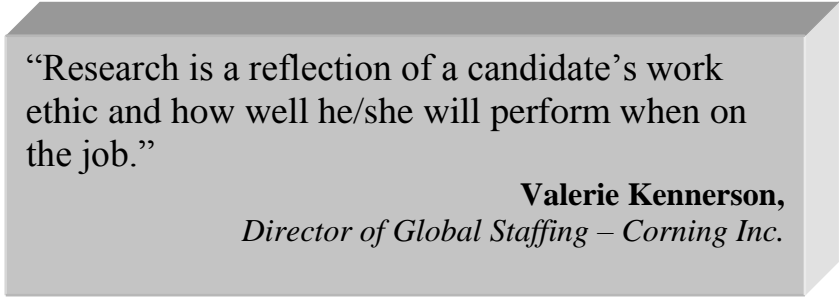
If there is no contact name in the job ad, call the company and ask for the name of the person in charge of hiring, AND make sure to verify the correct spelling of the person's name.

Turn to page 6 to learn more about research.



## Why Research?

1. Research will help you be knowledgeable about a company and enable you to write a better cover letter.
2. Research will help you prepare for the job interview by giving you the ability to answer the commonly asked interview question ***“What do you know about our company?”***
3. Research will help you write a skills-based resume that focuses on the company’s requirements and corporate culture.



“Research is a reflection of a candidate’s work ethic and how well he/she will perform when on the job.”

**Valerie Kennerson,**  
*Director of Global Staffing – Corning Inc.*

## Research The Company

You can research the company by going to their website. To determine IF you want to work for a company and WHY you want to work there look for their mission statement, their values and their company philosophy, usually found in the “About Us” section. Read the staff biographies and look at the overall culture of the workplace.

## Resources For Research

The **National Occupational Classification (NOC)** is a system used to classify over two million job titles in Canada’s labour market. **Simply google a job title with the letters “NOC” to get a job description.**

**OR**

Go to **jobbank.gc.ca** to get information regarding careers.

- Go to **Explore Careers**
- Type in the **Job Title** and **Location** (where you want to find work) to get a:
  - Job Description
  - Job Titles
  - Duties
  - Related Occupations





The Winnipeg Chamber of Commerce:  
<http://www.winnipeg-chamber.com/>

Check out the membership directory of Winnipeg businesses in a wide variety of sectors. Learn the business names, locations, and management personnel through an easy and comprehensive list.

Better Business Bureau of Winnipeg:  
<http://manitoba.bbb.org/>

Click on Consumers in the top left hand corner to get information on companies.



Search for company Facebook pages. "Like" their page to keep up with their developments.

Read about the 5 benefits of using facebook for job search at:  
<http://www.careerealism.com/facebook-job-search-benefits/>

Use twitter to follow company events, activities, news and promotions. "Follow" companies that interest you and network tweeting and retweeting.

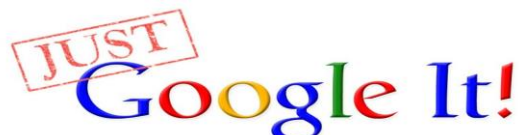
For more information on how twitter can benefit your job search, visit:

<http://www.careerealism.com/twitter-job-search-tool/>



by

And don't forget...



## Putting It All Together

Reviewing the job ad and researching the company will give you the information to write a cover letter that will grab the employer's attention. It will show the employer that:

1. you can do the job!
2. you want to work for that specific company!
3. you are a great candidate for the job!

Now that you know what to include into a cover letter, and how to research, you are ready to write a targeted cover letter. The cover letter has three basic sections: the **introduction**, the **body** and the **closing**.



The **Introduction** includes information that **demonstrates**:

- **YOU CAN DO THE JOB**
  - use the information you gathered by answering Question 1 on page 2
- **you want to work for that specific company**
  - use the information you gathered by answering Question 2 on page 3

The **Body** includes information that **demonstrates**:

- **YOU CAN DO THE JOB**
  - highlight the **skills** and **qualifications** the employer is asking for in the job ad (see page 18 for examples of skills)
    - use the information you gathered by answering Question 1 on page 2
- **YOU ARE A GREAT CANDIDATE FOR THE JOB:**
  - indicate which of your **attributes** would help you do the job (see page 17 for attribute examples)
  - indicate **any other assets** that you have for the job; this could include certification, training or even flexible availability
    - use the information you gathered by answering Question 3 on page 4

The **Closing** includes:

- thanking the employer for their time
- your contact information—**INCLUDE ONLY ONE TELEPHONE NUMBER**
- a sentence stating that you look forward to meeting with them for an interview.

To see what a targeted cover letter looks like go to page 9 where you will find a targeted cover letter for the Store Manager job ad from page 2. The introduction and body are written using the information from Questions 1, 2 and 3.

You will also find examples of successful cover letters on pages 11-14.

## Example - Store Manager Cover Letter

**Jane Doe**

107 Osborne Street • Winnipeg, MB R3L 1Y4 • janedoe@hotmail.com • 204.555.1234

Date (Month, Day, Year)

Flaunt Boutique  
106 – 270 Waterfront Drive  
Winnipeg, Manitoba  
R3B 0L4

**SUBJECT: STORE MANAGER EMPLOYMENT OPPORTUNITY**

With a love for the glitz and glamour of innovative couture, I have a never-ending intrigue and **passion** for new and trending designer fashions. As a regular follower of Flaunt Boutique's **Facebook, Instagram** and **Twitter**, I love to read about new products and designer wisdom. My **twelve years of experience in all aspects of retail management** and operations have given me the **strong leadership skills** to succeed in a **fast-paced, high energy** fashion sales environment. It gives me great energy to see a customer feeling empowered by looking and feeling fantastic and inspiring my staff to succeed. For these reasons, I am submitting my resume for the position of **Store Manager**, as advertised on Indeed.ca.

My qualifications include:

- The determination and drive to consistently achieve and surpass sales targets
- Fair and decisive leadership skills for overseeing staff as well as **the ability to multitask**, coordinate, schedule and plan events
- A creative flair for eye-catching merchandising, developing promotional displays, and marketing effective social media strategies
- Responsible and accurate cash handling and bookkeeping skills
- The flexibility to **work days, evenings, and weekends**

I am **positive**, profit-oriented and highly **professional**. In addition to a certificate in Sales and Marketing from Red River College, I have attended professional development seminars in Customer Service and Staff Management and assisted in many fashion shows.

Thank you for your kind consideration of my resume. I would be very happy to meet with you for an interview to discuss this exciting position and can be reached at 204.555.1234.

Sincerely,

*Jane Doe*

Jane Doe

Enclosure: Resume

P.S. Looking forward to meeting you at the *Apps, Champs and Shopping* event on April 16<sup>th</sup>!

# Cover Letter Format

**Name**  
Contact Information

---

\_\_\_\_\_ Date

\_\_\_\_\_ Company Name

\_\_\_\_\_ Street Address

\_\_\_\_\_ City, Provinces

\_\_\_\_\_ Postal Code

Dear : *(employer name)*:

**Salutation**  
Date, Address, Salutation, Subject

**Introduction**  
Can I do the job  
What do I like about the company?

**Subject: Title of Job**

---



---



---

My qualifications include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

I am \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. In addition to \_\_\_\_\_, I have \_\_\_\_\_ and \_\_\_\_\_.

---



---



---

Sincerely,

*Your Signature*

Your Name

Enclosure: Resume – via mail

Attachment: Resume – via email

**Complimentary Close**

**Signature**

**Closing**  
Thank reader for their time  
Provide contact information  
Ask for the interview

**Enclosure Notation**

# Cover Letter Examples

## John Doe

1-107 Osborne Street  
Winnipeg, MB R3L 1Y4

E-mail: johndoe@gmail.com  
204-555-1234 (Cell)

February 5, 2014

Home Depot Canada  
1645 Kenaston Boulevard  
Winnipeg, MB R3P 2M4

If the job posting does not have a name  
to address the application to:

- Skip the Salutation
- Use a Subject Line

SUBJECT: Kenaston Location Career Fair

As a maintenance person / project coordinator and general handyman with extensive experience, I was excited about the opportunity to join the Home Depot team. I am a regular and happy customer, and as a contractor, rely on Home Depot's reasonable pricing and professional expertise to make my job easier. My skills and qualifications include:

- 10+ years of experience in residential and commercial construction, planning and executing projects both large and small
- Friendly, approachable, and great at building long term relationships with contractors, staff and management to keep projects running smoothly
- Able to use a wide variety of hand and power tools, including specialty equipment, and demonstrate their use to others
- Mechanically inclined with a proven ability to analyze complex problems, visualize and organize all phases of a project, and troubleshoot issues successfully
- Installed, examined, replaced or repaired electrical wiring, receptacles, switch boxes, conduits, lighting fixtures and other electrical components
- Installed, repaired and maintained domestic, commercial or industrial plumbing fixtures and systems, and working with ABS/PEX piping systems
- Able to handle confidential information with discretion
- Physically fit with good hand-eye coordination; able to lift 50 lbs

I am professional, hardworking, and adaptable. My resume is attached with more details about my skills and experience. I look forward to discussing what I can bring to the Home Depot team with you in person. I can be reached at 204-555-1234. Thank you for your time.

Sincerely

*John Doe*

John Doe  
Enclosure: Resume

---

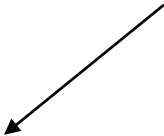
**NAME**  
Contact Info

---

October 09, 2013

Interlake-Eastern Regional  
Health Authority  
Facility Beausejour Hospital  
151 First Street South  
Beausejour, Manitoba

If the job posting does not have a specific name to address the application to, direct it to the Human Resources department, as shown in this cover letter.



Attention: Human Resources

**Subject: Technician Paramedic, BSJ EMS 223/13**

I have great respect for Beausejour EMS and its commitment to serve and safeguard the Interlake Eastern community by providing optimum emergency and pre-hospital care for patients. With fifteen years of experience working in a medical environment as a Health Care Aide, plus completion of my Primary Care Paramedic certificate from Red River College, I am eager to assist community members with a variety of challenges, handled with calm and responsible professionalism. This is why I am applying for the position of **Technician Paramedic, BSJ EMS 223/13** as advertised on the IERHA website.

My qualifications include:

- Experience providing diligent emergency response service, including observing and assessing patient condition, following protocol, and applying appropriate treatment
- Clear, concise, and empathetic communication skills for speaking to patients and families, as well as interacting with dispatchers and other health care professionals
- Analytical and accountable decision-making skills for working under pressure, applying treatment and services, and remaining calm in unpredictable crises
- Trustworthy and responsible work ethic for working independently, reporting documentation, and handling confidential matters

I am a driven, energetic individual who works with a high level of integrity. In addition, I have obtained necessary licensing to be a Technician-Paramedic with the Province of Manitoba, plus I am willing to obtain any necessary documentation in order to qualify for this position.

Thank you for your consideration of my resume. I would be grateful for the opportunity to meet with you to discuss this position further and can be contacted at 204-555-1234.

Sincerely,

*Signature*

Your Name  
Enclosure: Resume

---

**NAME**

Contact Info

---

November 12, 2014

Sunrise Health Foods  
St. Vital Centre  
1225 St. Mary's Road  
Winnipeg, Manitoba  
R2M 5E5

Do not use abbreviations in a cover letter.

Dear Ms. Doe:

**Subject: Sales Clerk Employment Opportunity**

It is with great enthusiasm that I am submitting my resume with the hope that you are looking to add additional sales clerks to your staff team. I value your services and products because I myself am dedicated to a healthy lifestyle and purchasing natural, non-GMO ingredients. I would be very excited at the prospect of discussing these product benefits with customers in order to persuade sales.

My qualifications include:

- The ability to work well with the public and make them feel like valued customers
- A very courteous service ethic with the ability to make people feel at ease quickly
- A sincere intrigue to learn about natural ingredients, sundries, and vitamins
- Experience handling cash, debit and credit card payments, as well as maintaining stock
- The ability to work effectively without supervision while maintaining high standards of service
- A strong commitment to ensure company goals and sales targets are met

I am a cooperative, meticulous, and dedicated employee. I enjoy keeping a clean and organized work space, and in the past I have received positive feedback from my customers and employers.

Thank you for your kind consideration of my resume. I would be very happy to meet and discuss an employment opportunity and can be contacted at (204) 453-0342.

Sincerely,

**Signature**

Your Name  
Encl. Resume

---

**NAME****Contact Info**

---

Date

Company  
Mailing Address  
City, Province  
Postal Code

If the job posting does not have a specific name to address the application to, direct it to the Hiring Manager, as shown in this cover letter.

Attention: Hiring Manager

Subject: a full-time position with Shelmerdine

I would love to help Shelmerdine customers smile and create their gardening vision by using my knowledge of annuals, perennials, vegetables, herbs, trees and shrubs. In addition to my horticultural knowledge I also have worked in customer service and am confident that I can be an asset to the Shelmerdine team. My skills and qualifications include:

- The ability to work and multitask in a fast paced environment as part of a team or independently
- Providing customers with knowledge of products to satisfy their individual needs
- Developing and facilitating enjoyable crafting activities for children of all ages
- Creating a motivational and energetic working environment with a positive and friendly manner
- Experience handling cash and accurately processing daily/month financial documents
- Available for full-time work Monday through Friday

I enjoy continually learning more about plants and the various products that help to make a garden grow. I also appreciate the fact that Shelmerdine offers customers a one stop shopping experience for busy lifestyles and a unique and eclectic selection of merchandise. I have myself always appreciated the family friendly environment which is more like walking into a friend's home rather than a place of business.

Thank you for your review of my application for a fulltime position with Shelmerdine. I look forward to meeting and discussing this employment opportunity and making Shelmerdine my happy work place! If you need any further information I can be contacted at 204-555-1234 or via email at abc@gmail.com.

Sincerely,

*Signature*

Your Name  
Enclosure: Resume



## How To Deal With Salary Expectations



Even if the question of salary expectations makes you uncomfortable, do not ignore the question. Not responding to the question in your cover letter may result in your application being eliminated.

Do not write about salary expectations unless the job posting specifically instructs you to indicate your desired salary. However, it is important that you—know what your bottom line is and what the wages are for the position in the labour market. This will give you a negotiable range that you can provide the employer.

Here are some different ways of dealing with the question of salary expectations.

**Based on my experience, skills and qualifications, as well as my research on the Manitoba Labour Market Information (LMI) website, I would be happy to negotiate a salary between \$15 - \$20 per hour.**

**I would be happy to negotiate a salary for \$40,000 – 45,000 after receiving a detailed description on the responsibilities of the position and benefits the position.**



To get information regarding wages, go to:

**Job Bank @ [www.jobbank.gc.ca](http://www.jobbank.gc.ca)**

- Explore Careers
- Click on Wages

## Cover Letter Checklist

1.	My contact information is complete - including professional email address	
2.	Date	
3.	Employer's mailing address – NO ABBREVIATIONS	
4.	Salutation (correct spelling of contact name) - <b>see sample cover letters for salutation samples</b>	
5.	Indicated position applied for SUBJECT: JOB TITLE + JOB NUMBER	
6.	Opened with a sentence that demonstrates my enthusiasm and knowledge of the company - Included information from research that is of value and interest	
7.	Indicated the source of the advertised position and the date the posting was found	
8.	Highlighted key skills and experience the employer is looking for - Included information from job ad	
9.	Informed the employer of a follow up date <b>OR</b>	
10.	Requested an interview	
11.	Thanked the reader for considering the application	
12.	Complimentary Closing (Yours truly, Sincerely, Yours sincerely )	
13.	My Signature	
14.	My Name Typed	
15.	Enclosure (letter) / Attachment (email) / Hand Delivered (letter)	
16.	<b><i>Proofread, proofread, proofread! Print it out to proofread!</i></b>	
17.	Documents appropriately named when emailing cover letter and resume	



### PROOFREADING STRATEGY

- Before sending the job application, take a break, print the letter and read it out loud one last time.

## Attributes That Describe You

### ABILITY TO RELATE TO OTHERS

Accepting  
Amiable  
Collaborative  
Cooperative  
Courteous  
Devoted  
Diplomatic  
Fair  
Empathic  
Good listener  
Leader  
Outgoing  
Patient  
People-Oriented  
Pleasant  
Respectful  
Sincere  
Supportive  
Tactful

### ATTITUDE

Ambitious  
Assertive  
Candid  
Cheerful  
Confident  
Conscientious  
Considerate  
Consistent  
Dependable  
Genuine  
Goal-Oriented  
Life Long Learner  
Objective  
Open-Minded  
Persistent  
Positive  
Practical  
Professional

### WORK HABITS

Accurate  
Competent  
Diligent  
Efficient  
Focused  
Methodical  
Meticulous  
Orderly  
Precise  
Proactive  
Productive  
Prompt  
Punctual  
Systematic

### FLEXIBILITY/ RESOURCEFULNESS

Adaptable  
Flexible  
Proactive  
Resilient  
Resourceful  
Self-Reliant  
Self-Starter  
Versatile  
Thorough

### ENTHUSIASM/DRIVE

Competitive  
Courageous  
Determined  
Driven  
Energetic  
Enjoy Challenges  
Enterprising  
Enthusiastic  
Motivated  
Profit-Oriented  
Proven Negotiator  
Risk Taker  
Spirited

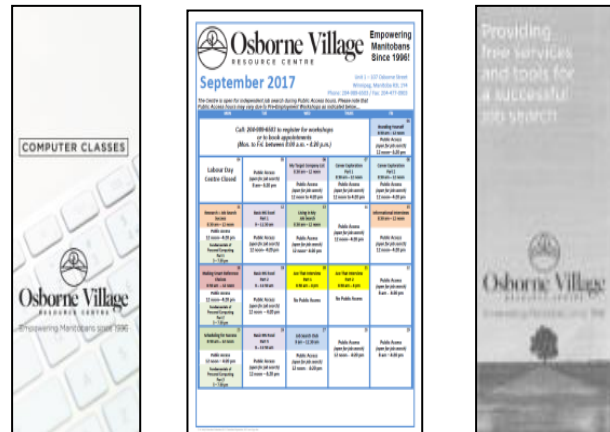
### PROBLEM SOLVING

Analytical  
Articulate  
Calm  
Creative  
Decisive  
Imaginative  
Investigative  
Logical  
Perceptive  
Persuasive  
Problem Solver  
Quick Learner  
Rational  
Solution-Oriented  
Speculative  
Trouble Shooter

## Skill Sets to Get You Started

Accounting	Maintenance
Accounts Payable / Receivable	Management
Addiction Counselling	Manufacturing
Administration	Marketing / Promotions
Administrative	Mediation
Adobe Creative Suite	Medical Terminology
Advocacy / Resources	Merchandising
Aesthetician	Microbiology
Analytical	Microsoft Excel
Assembly	Microsoft Word
Bookkeeping	Negotiation
Caretaking / Custodian	Network Technician
Carpentry	Nursing
Child Care	Painting
Cleaning	Payroll
Clerical	Plumbing
Computer	Production
Concrete	Program Coordination
Culinary	Programming
Customer Service	Project Management
Data Collection	Public Relations
Design	Quality Control
Documentation	Recreation
Driving	Research
Editing	Roofing
Electrical	Sales
Employment Counselling	Sampling / Analysis
Event Planning	Security
Family / Marriage Counselling	Serving
Financial	Shipping / Receiving
Fundraising	Software Development
Hair Styling	Support Work
Health and Safety	Teaching
Health Care Aide	Transportation
Human Resources	Warehousing
Internet / Social Media	Web / Database
Laboratory	Welding
Logistics	Written Communication
Machine Operation	Youth Support

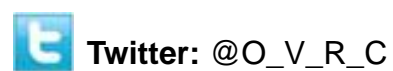
Pick up a copy of OVRC's brochures and monthly calendar to check out the many other workshops that are offered, as well as the daily public access hours.



OVRC also provides a number of free pre-employment booklets to help you with your job search. They are located at the back of the Centre, by the water cooler. Take a look at the available titles and ask Judy for your free copy of any title you would like to take home.



Check out our new social media and give us a “like” or tweet about our services.



[www.ovrc.ca](http://www.ovrc.ca) • 204.989-6503