

career  
development manitoba



A GUIDE TO  
**WRITING  
COVER  
LETTERS**

AND OTHER  
EMPLOYMENT-RELATED  
LETTERS

YOUR **FUTURE** YOUR **WAY**

Manitoba 



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# Introduction

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## About This Guide

This guide will help you write an effective cover letter. It includes information about:

- targeted cover letters
- emailing cover letters
- other types of letters (ex: thank you letters)

Your cover letter is only one of your job search activities. To access Manitoba's Resume and Cover Letter Builder or obtain more information about related topics visit:

**[www.manitoba.ca/careerdevelopment](http://www.manitoba.ca/careerdevelopment).**


If you are having any difficulty with any part of the guide, another helpful resource is your local Employment Manitoba office. To find one near you call 1-866-332-5077 or go to


**[www.gov.mb.ca/employment/emp\\_centre\\_locations.html](http://www.gov.mb.ca/employment/emp_centre_locations.html).**

Several symbols are used in this guide to help highlight key points, suggestions, cautions, tips and examples.

 <p>EXAMPLE</p>	<p>indicates an example</p>
--	-----------------------------

 <p>REMEMBER</p>	<p>outlines items to remember</p>
---	-----------------------------------

 <p>ACTIVITY</p>	<p>introduces an activity to complete</p>
---	---

 <p>AVOID</p>	<p>indicates things to avoid</p>
--	----------------------------------

# Why is a Cover Letter Necessary?

A cover letter helps you introduce yourself to potential employers. It can:

- provide information that is not included in your resume
- highlight key skills and attributes
- explain why you can do the job
- show your interest in the job and the employer's organization
- highlight how you stand out from other people applying for the job<sup>1</sup>

Some employers might only read your cover letter, not your resume. It's important to use your cover letter to make a good impression.

A cover letter can show employers your:

- ability to communicate effectively
- qualifications and strengths
- professionalism
- personality
- attention to detail (by submitting a cover letter without errors)<sup>2</sup>

## Common Types of Cover Letters

There are three common types of cover letters:

- response
- broadcast
- referral

A **response** cover letter responds to a job posting. It can highlight your qualifications and suitability for the advertised job requirements.

A **broadcast** cover letter is more general; there is no job advertisement to respond to nor is there information about a specific position. Sending a broadcast cover letter, even when there is no job posting, can help you access the hidden job market by asking an employer to consider you for upcoming vacancies or unadvertised positions.

A **referral** letter is similar to a broadcast letter; it is sent when there is no job posting to reply to. However, this type of cover letter connects you to the person it is addressed to by mentioning someone else who referred you to the company. This is a great way to grab the potential employer's attention and put you ahead of other applicants.

In this guide you'll find many samples of different cover letter styles and activities to help you write a cover letter that works for you.

<sup>1</sup> [http://resume.monster.ca/7184\\_en-CA\\_p1.asp](http://resume.monster.ca/7184_en-CA_p1.asp)

<sup>2</sup> [http://resume.monster.ca/6952\\_en-CA\\_p1.asp](http://resume.monster.ca/6952_en-CA_p1.asp)



## Targeted Cover Letters

Targeted cover letters are written with a specific job in mind (ex: in response to a job advertisement). To create a targeted cover letter:

- use language that matches the employer
  - to find appropriate words, look at the job advertisement, company website, job description and informational interview notes
- only include information relevant to the position you're applying for<sup>3</sup>
- customize the first and last paragraphs of your cover letter to match information in the job advertisement or from your research
- double-check your cover letter for any information that doesn't belong
- proofread carefully and get someone else to proofread for you



EXAMPLE

Visit these websites to locate job duties and requirements for hundreds of job positions:

- Working in Canada
  - [www.workingincanada.gc.ca](http://www.workingincanada.gc.ca)
- Manitoba Labour Market Information
  - [www.gov.mb.ca/tce/lmi/index.html](http://www.gov.mb.ca/tce/lmi/index.html)

The language from these descriptions may help you write your cover letter.

Also consider attending a local workshop for help with creating targeted cover letters.



EXAMPLE

Sarah has been a mother and homemaker for the past 10 years. She wants to return to work and hopes to find a job in a clothing store. Sarah is interested in fashion and has some retail experience that is more than 10 years old. She found a job posting for a sales clerk at Amy's Boutique and has targeted her cover letter to suit the position. Sarah's been an active volunteer at her children's school for the past six years and has used that experience in the following cover letter.

<sup>3</sup> [www.newbrunswickcareers.net/articles/general-cover-letters-vs-specific-cover-letters-4424-article.html](http://www.newbrunswickcareers.net/articles/general-cover-letters-vs-specific-cover-letters-4424-article.html)

## Job Advertisement

### **Amy's Boutique**

**Amy's Boutique** is currently looking for an exceptional candidate to join our team as a **Sales Clerk**.

This is an exciting opportunity if you are someone who:

- Is dedicated to delivering the highest quality of customer service
  - Has previous experience in a retail environment
  - Enjoys working in a fast-paced retail environment
    - Is a team player
  - Can work flexible shifts

Amy's Boutique offers competitive wages, bonuses, and opportunities for advancement.

Please apply in-person with your resume and cover letter to **Amy's Boutique**, Market Mall, Unit 35, between the hours of 10 – 4 Monday to Friday.

## Sarah Jones

---

1234 53<sup>rd</sup> Avenue, Winnipeg, MB R2W 3S4 (204) 123-4567 sarah.jones@email.com

March 8, 20XX

Susan Smith  
Manager  
Amy's Boutique  
Market Mall, Unit 35  
Winnipeg, MB R3C 3H8

Dear Ms. Smith:

Amy's Boutique has a strong reputation for providing quality customer service in retail women's fashion. I am a frequent customer of Amy's Boutique and was very excited to see the job advertisement in the newspaper on March 4, 20XX. I believe that my customer service skills, along with my keen eye for fashion, would make me an excellent addition to your team as a Sales Clerk.

Some of the benefits that I can bring to Amy's Boutique include:

- A good sense of fashion
- An ability to help people choose clothes that bring out their best features
- An ability to work with diverse groups of people
- Commitment to helping others become their "best" selves
- Teamwork skills and coaching abilities

I am available to meet with you to discuss my skills and the benefits that I could bring to the Sales Clerk position. You can reach me at (204) 123-4567. I appreciate your consideration of my application for the Sales Clerk position.

Best Regards,

*Sarah Jones*

Sarah Jones

# 1

## Getting Started

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### Cover Letters – Real World Examples

Throughout this guide you will see examples from six individuals (Frank, Jennifer, Gabriela, Darel, Susan and Sarah) to demonstrate specific cover letter components and styles. Additional cover letter samples are found in **Appendix A**.

### Sample Cover Letters



EXAMPLE

See the following sample cover letters for:

- New Graduate (Jennifer Meyer)
- Construction (Darel McDonald)
- Quality Assurance Co-ordinator/HR Trainer (Frank Peters)
- Newcomer to Canada (Gabriela Tomagan)
- Retail (Sarah Jones)

For more examples that are targeted to specific jobs and special circumstances, see **Appendix A**.

- Carpenter
- Clerical
- Janitor
- Executive Assistant
- Financial Worker
- Labourer Operator
- Member Relations/Accounting Clerk
- Server/Entry Level
- Nurse

## New Graduate Cover Letter Example



EXAMPLE

### **Jennifer Meyer:**

Jennifer is a new graduate applying for a job in a field related to her diploma. She's written a targeted resume and has completed her targeted **response** cover letter that she hopes will set her apart from other job applicants.

### Job Advertisement

#### **Charge University**

Charge University is a leader in post-secondary education and rated as one of the **Top 100 companies** to work for in Manitoba.

We are looking for an outstanding candidate to fill our Junior Assistant Network Administrator position.

Candidates must have a diploma in computer science or equivalent education and experience, be able to work in a team environment, and be skilled with Windows Server (2003), exceptional communication skills, provide technical support to clients and Exchange mail servers.

Qualified candidates should submit their resumes to:

**hr@email.ca** or

Ms. Keisha West  
Human Resources Manager, Charge University  
270 18th Street  
Brandon, Manitoba R7A 6A9

January 1, 20XX

Ms. Keisha West  
Human Resources Manager, Charge University  
270 18<sup>th</sup> Street  
Brandon, Manitoba R7A 6A9

Dear Ms. West,

As a recent graduate from Assiniboine Community College I am eager to learn and full of knowledge to share in the Junior Assistant Network Administrator position I found on Monster.ca. I recently completed my Systems Technology diploma and I am excited about the opportunity to put my educational knowledge and the skills I developed during my practicum experience to use in this position. I recently read that your university was rated amongst the top 100 employers in Canada and I'm very motivated to work for Charge U.

During my two month practicum with the Marketing and Communications department at Talk Communications, I gained experience:

- Providing technical support
- Sourcing, installing, and maintaining new software
- Setting up new users in connecting to networks
- Monitoring department computers for viruses and malware; removing any malicious material

Often sought out by fellow co-workers and students to work on group projects such as a new system roll out, I also excel in managing my own projects. I was among the top five students in courses such as:

- Customer Support
- Technology Essentials
- Emerging Technologies
- Research and Report Writing

I am also able to:

- Maintain in-house mail and file servers
- Provide support to computer users
- Set up and administer backup software, including automatic scripts
- Set up network security
- Maintain user accounts

Thank you for taking the time to review my cover letter and resume. I look forward to an opportunity to meet you at your earliest convenience. I am available for an interview at any time and can best be reached by phone at (204)123-4567 or by email at [jennifer22@email.com](mailto:jennifer22@email.com).

Sincerely,



Jennifer Meyer

## Construction Cover Letter Example



EXAMPLE

### **Darel McDonald:**

Darel was recently laid off and is anxious to get back to work. A friend of his recommended that he apply for a job at Johnson Suppliers. Darel is applying for a General Labourer position and has written a targeted **referral** cover letter to accompany his resume.

### Job Advertisement

#### **The Company:**

With over 25 years in the industry, **Johnson Suppliers** is the leading construction company in Flin Flon, Manitoba.

Johnson Suppliers provides a safe working environment, friendly staff and above standard wages.

#### **The Opportunity:**

Johnson Suppliers is seeking **Construction Labourers** for seasonal employment.

Successful candidates will be motivated and hardworking, have a valid driver's licence, be physically able to perform heavy lifting (up to 50lbs), have a grade 10 education or higher, and be able to work flexible hours.

#### **To Apply:**

Applications can be emailed to **abeach@email.ca**, mailed or delivered in person to:

Mr. Arthur Beach  
Human Resources Manager, Johnson Suppliers  
1234 Main Street  
Flin Flon, MB R8J 7G4

**Darel McDonald**

12243 Vert Street, Flin Flon, Manitoba R8A 0A1

(790) 123-4567

[dmcDonaldMB@email.com](mailto:dmcDonaldMB@email.com)

January 1, 20XX

Mr. Arthur Beach  
Human Resources Manager  
Johnson Suppliers  
8295 Main Street  
Flin Flon, MB R8J 7G4

Dear Mr. Beach,

My close friend, Mathew Barley, recommended that I apply at your organization. I heard the crew and supervisors at Johnson Suppliers are amazing people to work with and that your company truly values its employees. As a result, I am responding to the position posted on the Job Bank for seasonal construction labourers. Please accept this letter and attached resume as an application for a position with your company.

My resume will show that I have a good work history as a skilled general labourer with various certificates and almost two decades of experience behind me. What sets me apart from others is my ability to interact well not only with coworkers and supervisors but also with customers. In my ability to speak both English and Cree, I can easily interact with individuals from diverse backgrounds.

Although I have numerous years of experience working in construction, I have never had the opportunity to work for your company and I would welcome this chance to be part of your construction team. Please call me at (790) 123-4567 at your convenience to discuss how I can contribute to Johnson Suppliers this season. Thank you for your time and consideration.

Respectfully yours,



Darel McDonald



## Quality Assurance Coordinator/HR Trainer Cover Letter Example



EXAMPLE

### **Frank Peters:**

Frank worked as a heavy equipment mechanic at ABC Equipment Inc. for 22 years. Frank didn't graduate high school but did get his General Educational Development (grade 12 GED) 10 years ago. Six months ago, a workplace accident left Frank unable to continue his job at ABC Equipment. Frank is currently receiving WCB benefits and has written a response cover letter in application for a Quality Assurance Coordinator/HR Trainer position.

### Job Advertisement

#### **Thomson RPC**

The vision and goal of the HR Team at Thomson RPC is to contribute to the excellence of our community. We are currently looking for an individual that shares our vision to join our team as Quality Assurance Coordinator/HR Trainer.

Applicants must have a minimum of 10 years experience working for a mining company; strong knowledge of quality assurance and safety management procedures; and strong human relations, communication, and training skills.

Thomson RPC offers competitive salaries and benefit packages.

Resumes will be received until 5:00pm on **January 15, 20XX**.

Resumes can be submitted to:

Thomson RPC

123 Fake Street

Thomson, Manitoba R8N 1S6

Or emailed to [info@email.ca](mailto:info@email.ca)

Thank you for your interest. Only those candidates selected for further consideration will be contacted.

## Frank Peters

3249 Spruce Drive  
Thompson, Manitoba R8N 6P6  
(204) 123-4567

January 1, 20XX

Mr. Henry Lee  
Human Resources Manager  
Thompson RPC  
123 Fake Street  
Thompson, Manitoba R8N 1S6

Dear Mr. Lee,

I recently visited your website and find my career goals and aspirations to be an excellent fit with your organization's goals. I am submitting this letter and resume for consideration for the Quality Assurance Coordinator/HR Trainer position as advertised in the Tuesday, December 29, 20XX edition of the Daily Doodle. As a coach, mentor, and founding member of a Toastmasters club I will bring the leadership, initiative, and energy required to excel in the position. I have over 20 years of experience working in a mining operation, with extensive experience on the Quality Assurance Team and Health and Safety Committee.

With management, organizational, coordination, communication, and problem-solving skills I developed while serving on committees, coaching, and managing programs I am well prepared to support employees in various training and quality assurance initiatives. I enjoy working with people and have the ability to put them at ease. I am well spoken and calm and able to efficiently juggle multiple tasks.

While my previous employer stated he was sorry to lose me, I am excited about the opportunity to work more closely with people in an office environment. I appreciate the time you have taken to review my cover letter and resume. I am available to meet with you to further discuss my skills as they relate to this position and can be reached at (204) 123-4567.

Yours truly,



Frank Peters

## Newcomer to Canada Cover Letter Example



EXAMPLE

### **Gabriela Tomagan:**

Gabriela recently moved to Winnipeg from Manila in the Philippines so that her husband could start a new job. Although she's been in Winnipeg for a year now, she's just starting to look for work. Gabriela has been focusing her efforts on taking English courses to improve her language skills. Gabriela has found a Senior Research Assistant position to apply on. She has more experience and education than the ad asks for but with no Canadian work experience, she thinks it will be a good fit.

### Job Advertisement

#### **Learning University**

Learning University has an exciting **Senior Research Assistant** position that supports the University's research team focused on studying drug interactions. Only candidates with a Masters degree or equivalent experience in scientific research will be considered for this position.

The successful candidate will be responsible for overseeing operations in the lab, conducting experiments, supervising staff, operating equipment, contributing to publications and preparing reports, problem-solving and analyzing research data.

This is a **key opportunity** to work for a well-known university with competitive wages and benefits.

Resumes can be submitted in person or mailed to:

Learning University  
15 Gillson Street  
Winnipeg, MB R3T 2N2

Please quote competition # 17449 on all correspondence

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## Gabriela Tomagan

4554 Moose Drive, Winnipeg, Manitoba R3L 9B8 | (204) 123-4567 | gabit@email.com

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January 1, 20XX

Ms. Sheila Falk  
Lead Researcher  
Learning University  
15 Gilson Street  
Winnipeg, MB R3T 2N2

**Re: Senior Research Assistant – Competition #17499**

Dear Ms. Falk,

I am applying for the full-time Senior Research Assistant position that I saw posted on the Learning University website. I believe that I am the perfect candidate for this position as I have extensive knowledge and experience in research analysis. I am excited about this opportunity to work for Learning University as I believe it will provide the perfect environment to build on my previous research experience. A specialty that I can bring to Learning University is my experience with up-to-date technology like microscopic image capturing software, chemistry analyzers, and binocular light compound microscopes.

For 16 years, I have been fascinated with the field of Biology and have been fortunate to continue my academic research in the pharmaceutical field while living in the Philippines. In 20XX, I was recognized by my colleagues with the Philippines Pharmaceuticals Research Leader award. I moved from the Philippines a year ago and have over the past year I have enjoyed settling into my new country and have taken English courses to further expand and improve my second language. I believe my diverse background and experiences will be an asset to the Learning University.

Thank you for your time and if you have any additional questions or to schedule an interview, please contact me at the phone number or email address above.

Sincerely,

*Gabriela Tomagan*  
Gabriela Tomagan

# 2

## Writing Your Cover Letter

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### Writing the Content of Your Cover Letter

This section of the guide will help you write the content of your cover letter. Your cover letter will explain who you are, why you want to work for the organization, and what you can offer. Before you start, it's important to have some general information about cover letter writing. The first two sections introduce tips about writing effectively and using action verbs that will keep your reader interested. Next, there is a brief section about what information to gather to help you start writing. Finally, you will learn about what to include in each of the main paragraphs of your letter: an introduction, highlights of your skills and qualifications and your closing.

#### Writing Effectively

When writing anything it is important to use words that your reader(s) will understand. It's possible that people with very different backgrounds will be reading your cover letter. A human resource manager may be screening for information that matches the ad. A supervisor, on the other hand, may look for technical language that shows how much you know about a specific job.

When writing your cover letter, look at each word and each sentence and ask "Does the reader need to know about this?"

Besides making sure all information is relevant, review your cover letter to make sure it is clear and to the point. Ask yourself, "Can I say this in fewer words while still being clear?"

Let your own personality come through in your cover letter. Don't use a thesaurus to find words that you don't normally use. Don't insert words from a job description that you don't understand. Stick to what you know. If you get called for an interview, you may be asked about something you said in your cover letter or resume. It's important to be comfortable with the words you used.

#### Using Active vs. Passive Voice

To make your cover letter as interesting and easy to read, use an active voice. This means talk about things you did rather than things that just seemed to happen. For examples of the difference between active and passive voice, see the following:



EXAMPLE

Passive voice: "Over the last five years, **my accounting skills were developed** while I was working for my family business."

Active voice: "For five years in the family business, I **managed** accounts receivable, **paid** bills, **tracked** invoices and **reconciled** bank accounts."

Passive voice: "Customers **were helped**."

Active voice: "As a customer service representative, I **greeted** customers, **listened** to their needs, **selected** appropriate items and **recommended** accessories."

Use verbs to indicate actions or motions (ex: achieved, evaluated, co-ordinated). See [www.writeexpress.com/action-verbs.html](http://www.writeexpress.com/action-verbs.html) for a good list of action verbs to use in your cover letter. See **Appendix B – Action Verb List**.

## Before You Start Writing

Gather information that will help you write your cover letter. Good sources include:

- job description
- job advertisement
- public information about the organization (ex: website, brochure, news story)
- private information about the organization (ex informational interview results)
- your resume
- your portfolio
- reference letters
- performance reviews

The job advertisement can provide information about the organization and can tell you a lot about what an employer is looking for. For example, on a copy of the job ad you could circle or highlight key things to include in your cover letter and important instructions about how to apply.



EXAMPLE

### **Sarah Jones:**

Earlier in this guide, you saw Sarah's targeted cover letter for a job as a Sales Clerk at Amy's Boutique. Before Sarah wrote her letter, she looked at the job ad to find out what the employer is looking for. Here's a copy of the job ad that Sarah used to highlight key words and phrases.

## Job Advertisement

### **Amy's Boutique**

**Amy's Boutique** is currently looking for an exceptional candidate to join our team as a **Sales Clerk**.

This is an exciting opportunity if you are someone who:

- Is dedicated to delivering the highest quality of customer service
  - Has previous experience in a retail environment
  - Enjoys working in a fast-paced retail environment
    - Is a team player
    - Can work flexible shifts

Amy's Boutique offers competitive wages, bonuses, and opportunities for advancement.

Please apply in-person with your resume and cover letter to **Amy's Boutique**, Market Mall, Unit 35, between the hours of 10 – 4 Monday to Friday.

Now you're ready to begin writing the content of your cover letter. Although there is no magic number of paragraphs to include, most people find that three paragraphs work well: an introduction, a section about your qualifications for the job and a closing statement.

## First Paragraph

Introduce yourself in the first paragraph, including:

- your reason for writing
- the position you're applying for and competition number, if appropriate
- why you are interested in the position
- how you heard about the position
  - Was the job advertised?
  - Were you referred by someone? Note: It can be risky to use a friend or colleague's name to open doors because sometimes that person may not be respected by the employer. If it seems clear that your contact is in a position of respect, it's likely a good idea to mention the specific name.
  - Why you are interested in the company?

The first paragraph is also a good place to demonstrate knowledge about the organization that you learned from your research or may have from personal experience as a customer (ex: "ABC's reputation for quality is impressive").

Don't start your letter with a standard sentence like "I am writing in response to your job posting." Instead, write something interesting that sets you apart from other applicants and describes how you will add value to the organization. Examples follow for Jennifer, Sarah and Darel.



EXAMPLE

**Jennifer Meyer:**

Jennifer is a recent graduate and is looking for work in her field. She is applying for a job she saw advertised. Here is how she began her cover letter:

As a recent graduate from Assiniboine Community College I am eager to learn and full of knowledge to share in the Junior Assistant Network Administrator position I found on Monster.ca. I recently completed my Systems Technology diploma and I am excited about the opportunity to put my educational knowledge and the skills I developed during my practicum experience to use in this position. I recently read that your university was rated amongst the top 100 employers in Canada and I'm very motivated to work for "Charge U".

**Sarah Jones:**

Sarah's past 10 years have focused on her roles as a homemaker, mother and volunteer at her children's school. She is interested in fashion and has some previous retail experience. Here's the first paragraph of her cover letter:

Amy's Boutique has a strong reputation for providing quality customer service in retail women's fashion. I am a frequent customer of Amy's Boutique and was very excited to see the job advertisement in the newspaper, on March 4, 20XX. I believe that my customer service skills, along with my keen eye for fashion, would make me an excellent addition to your team as a Sales Clerk.

**Darel McDonald:**

Darel is applying for a job that a friend of his recommended. Check out how he handled this referral in his first paragraph:

My close friend, Mathew Barley, recommended that I apply at your organization. I heard the crew and supervisors at Johnson Suppliers are amazing people to work with and that your company truly values its employees. As a result, I am responding to the position posted on the Job Bank for seasonal construction labourers. Please accept this letter and attached resume as an application for a position with your company.





#### ACTIVITY

Use this space to begin writing the first paragraph of your cover letter. For more space, see **Appendix B**.

## Second Paragraph

In the second paragraph, highlight your skills and qualifications. Include:

- elements from the job advertisement
  - highlight the skills and qualifications that the employer has requested
  - ensure you cover all key points from the job ad
- elements from the job description
  - show how your experience matches the skills, duties and job responsibilities
  - include information about relevant soft skills (ex: “great team player”)
- other relevant highlights from your experience that fit for this position
  - use real examples of accomplishments
  - mention courses and training
- clearly describe how the company would benefit from hiring you<sup>4</sup>

<sup>4</sup> [www.rnao.org/Storage/17/1140\\_coverletter.pdf](http://www.rnao.org/Storage/17/1140_coverletter.pdf)

## Tips for New Graduates/Entrants to the Labour Market

If you are a new graduate, still in school or have limited paid work experience, then use the following activity to help you identify your transferrable skills and capitalize on your unpaid experience. Ask yourself what skills, accomplishments, or qualifications can be transferred from unpaid activities and awards. Unpaid experiences might include:

- volunteer work
- internships
- work practicum
- co-op terms
- participation in school associations
- courses or projects completed
- awards or scholarships received
- summer jobs
- participation in sports
- family responsibilities
- other extracurricular activities



ACTIVITY

In the table provided, list all of your unpaid work experiences in the left column. If you wish to skip this section, then go to the examples at the bottom of the next page.

Use the remaining columns to list relevant skills, qualifications, or accomplishments from those experiences. The first row has been completed for Jennifer Meyer, one of the people whose stories have been profiled.

<b>Unpaid Work Experiences</b>	<b>Skills</b>	<b>Qualifications</b>	<b>Accomplishments</b>
Ex: School project: creating a network	Leading a team; Setting up cable and wireless connections	Diploma; practicum experience in tech support	Consistently among top five students; Received award for most innovative solution



EXAMPLE

**Jennifer Meyer:**

Jennifer is a new graduate and doesn't have much relevant paid work experience. In her second paragraph, she chose to focus on her education and practicum experience. To make her cover letter more reader-friendly, Jennifer used bullets:

During my two month practicum with the Marketing and Communications department at Talk Communications, I gained experience:

- providing technical support
- sourcing, installing and maintaining new software
- setting up new users in connecting to networks
- monitoring department computers for viruses and malware; removing any malicious material

Often sought out by fellow co-workers and students to work on group projects such as a new system roll out, I also excel in managing my own projects. I was among the top five students in courses such as:

- Customer Support
- Technology Essentials
- Emerging Technologies
- Research and Report Writing

I am also able to:

- maintain in-house mail and file servers
- provide support to computer users
- set-up and administer backup software, including automatic scripts
- set-up network security
- maintain user accounts

**Sarah Jones:**

Sarah also used bullets to highlight skills in her second paragraph:

Some of the benefits that I can bring to Amy's Boutique include:

- a good sense of fashion
- an ability to help people choose clothes that bring out their best features
- an ability to work with diverse groups of people
- commitment to helping others become their "best" selves
- teamwork skills and coaching abilities



EXAMPLE

**Darel McDonald:**

Darel used his second paragraph to highlight the things that set him apart from other job applicants:

My resume will show that I have a good work history as a skilled general labourer with various certificates and almost two decades of experience behind me. What sets me apart from others is my ability to interact well not only with co-workers and supervisors but also with customers. In my ability to speak both English and Cree, I can easily interact with individuals from diverse backgrounds.

Sometimes it is better to split your second paragraph into two separate paragraphs. Use two paragraphs if you have:

- too much information to put into one paragraph (greater than seven lines)
- two or more types of information to include, such as highlights of:
  - o education
  - o work experience
  - o community/volunteer activities



ACTIVITY

Use this space to begin writing the second paragraph of your cover letter. For more space, see **Appendix B**.

## Third or Closing Paragraph

Use the **third, or closing, paragraph** to finish your cover letter. Mention:

- your appreciation for the reader's time and attention
- your interest in meeting the employer to discuss the job
- the best way to contact you



EXAMPLE

**Jennifer Meyer:**

Thank you for taking the time to review my cover letter and resume. I look forward to an opportunity to meet you at your earliest convenience. I am available for an interview at any time and can best be reached by phone at (204) 123-4567 or by email at jennifer22@email.ca.

**Sarah Jones:**

I am available to meet with you to discuss my skills and the benefits that I could bring to the Sales Clerk position. You can reach me at (204) 123-4567. I appreciate your consideration of my application for the above position.

**Darel McDonald:**

Although I have numerous years of experience working in construction, I have never had the opportunity to work for your company and I would welcome the chance to be part of your construction team. Please call me at (790) 123-4567 at your convenience to discuss how I can contribute to Johnson Suppliers this season. Thank you for your time and consideration.



ACTIVITY

Use this space to begin writing the third paragraph of your cover letter. For more space, see **Appendix B**.

## Signature Line

Before your name at the end of your letter, include a closing.



EXAMPLE

Some examples include:

- Sincerely,
- Best regards,
- Respectfully,

Next, insert three spaces after your closing word or phrase; then type your name. If you send a hard copy (a paper version) of your cover letter, be sure to sign it.

If you submit your cover letter online or send it by email, you still need to include your name after the signature line. Some people have a scanned version of their written signature to insert into documents. To create this, sign your name on a blank piece of paper then scan it into a computer. Save it as an image file. Then you can insert the image at the bottom of your cover letter. Here's an example of Gabriela's signature line:

Sincerely,

*Gabriela Tomagan*

Gabriela Tomagan



REMEMBER

Remember to use your own words when you write your cover letter. Use the words in this activity as a starting place, but personalize your letter to make sure that it shows your unique qualities regarding the position.

Watch for standard language like company, agency, or institution (ex: a hospital would not be called a company; an auto repair shop would not be called an agency).



# 3

## Creating a Finished Product

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### Formatting Your Cover Letter

Use this page as a reminder of all the pieces to include in your cover letter.

Your Name

Your Address

Your City, Province Postal Code

Telephone Number (with area code)

- If you created personal letterhead as a header for your resume, use the same format for your cover letter; this looks more professional and saves space

Today's date

Individual to whom you are writing

Title

Name of Organization

Address

City, Province Postal Code

Re: (Identify position and competition number or include this in first paragraph)

Dear (name of individual),

- You may have to make a phone call to find out who to address this to.

First Paragraph

- Indicate why you are writing; begin with a strong opening to catch the reader's attention. If you don't have a reference ("Re:") line, identify the position (**you can bold it to make it stand out**) or type of work you are applying for, and how you learned of the opportunity.

Second Paragraph (It's possible that this section will take more than one paragraph)

- Identify your skills and experience that are relevant for this position. If specific qualifications or requirements have been requested, address them all. If you are missing something essential (ex: a driver's license), provide a solution (ex: "My driver's exam is scheduled for one week from today").

Third Paragraph

- Express in a positive way that you look forward to meeting.
- Thank the reader for considering your application.

Closing (ex: Sincerely,)

Your Name Typed



## ACTIVITY

Review your cover letter. Where possible, replace the following passive verbs (some examples are provided but the specific use of the verbs will be different in your letter, so use new verbs that make sense):

- Be
  - Replace "I tend **to be** friendly" with "I am friendly"
- Is
  - Replace "Business **is growing**" with "After the marketing campaign, business **grew** by 15 per cent"
- Were
  - Replace "Customers **were satisfied**" with "Our Customer Survey **indicated...**"
- Are
  - Replace "Sales **are up**" with "Sales **increased**"
- Has
  - Replace "Productivity **has increased**" with "**Improved** Productivity"
- Been
  - Replace "Accidents **have been reduced**" to "Accidents **decreased**"

## Headers

The header of your cover letter should include all of your contact information: name, address, phone number and email.



## EXAMPLE

Here are several headers from the sample cover letters.

Example 1:

**Darel McDonald**

12243 Vert Street, Flin Flon, Manitoba R8A 0A1

(790) 123-4567

[dmcDonaldMB@email.com](mailto:dmcDonaldMB@email.com)

Example 2:

**Melanie Wong**  
#328 – Falls Street West  
Winnipeg, MB R3A 2B5  
(204) 123-4567 | [Melwong@email.com](mailto:Melwong@email.com)

Example 3:

**Emma McTavish**  
2993 108 Street, Winnipeg, MB R3A Y8K  
Cell: (204) 123-4567 | Home: (204) 234-5678  
[emma\\_mctavish@email.com](mailto:emma_mctavish@email.com)

Example 4:

**Matty Johnson**

---

128 Dolphin Avenue, Thompson, MB R3C 9M9 | (204) 123-4567

## Addresses

After the header, include the date followed by the contact name (if available) and address of the organization you're applying to. Leave one space between the header and the date and another before the company address.

If you're not sure of the company address, look it up in the yellow pages or type in the company name into an Internet search engine such as Google. If using Google, make sure that the address you find is current. Check the address by phoning the company or by checking when the website was last updated. If the company doesn't have a website with contact information, try phoning or emailing to get the correct address.

Next you'll need to address the letter to someone. To make your cover letter more personal, avoid using "To Whom it may Concern" or "Dear Sir or Madam." Instead, find out who will be reviewing your cover letter and address it to him or her directly (in a midsize to large organization, this may be a Human Resources Manager). If the individual's name is not available, try using one of the following:



EXAMPLE

- Dear Hiring Manager,
- Dear Human Resources Manager,
- Dear (Name of Company) Representative,

Gabriela is formatting her cover letter. You can see her complete cover letter in **Appendix A**. The format of your own cover letter should now be taking shape. It may look something like Gabriela's:

---

**Gabriela Tomagan**

4554 Moose Drive, Winnipeg, Manitoba R3L 9B8 | (204) 123-4567 | gabit@email.com

---

January 1, 20XX

Ms. Sheila Falk  
Lead Researcher  
Learning University  
15 Gilson Street  
Winnipeg, MB R3T 2N2

**Re: Senior Research Assistant – Competition #17499**

Dear Ms. Falk,

### Paper Selection

- use the same paper as your resume (white or off white)<sup>5</sup>

### Font

- select a basic font
  - Ex: Arial, Times New Roman, Calibri, Tahoma<sup>6</sup>
- use judgement when selecting font size (usually 10 – 12 points)
  - avoid too much or too little white space
- use black font
  - some design elements (ex: border or parts of header) could be in colour
- be consistent with your resume (header, font, colour)
  - ex: If your resume has a red line in the header under your name and contact information, use the same red line in the header of your cover letter



EXAMPLE

- Here are examples of four basic font styles/sizes
  - This is Arial, 12 point font
  - This is Times New Roman, 12 point font
  - This is Tahoma, 11 point font
  - This is Calibri, 11 point font
- Notice how the appearance and size changes

<sup>5</sup> [www.settlemanitoba.ca/employment/cover\\_letter.php#Cover\\_Letter\\_DOs](http://www.settlemanitoba.ca/employment/cover_letter.php#Cover_Letter_DOs)

<sup>6</sup> [www.settlemanitoba.ca/employment/cover\\_letter.php#Cover\\_Letter\\_DOs](http://www.settlemanitoba.ca/employment/cover_letter.php#Cover_Letter_DOs)



AVOID

- *This is an example of a font size that would not be appropriate to use. This font is Freestyle Script and is 16 points. This font, even at 16 points, is difficult to read*
- THIS FONT IS CASTELLAR, 12 POINT FONT. ALTHOUGH EASIER TO READ THAN FREESTYLE, IT IS STILL NOT AS EASY TO READ AS ONE OF THE OTHER RECOMMENDED BASIC FONTS
- **This font is Cooper Black, 11 point font, and is another font style and size that is not recommended**

## Margins

- Standard margins are one inch
  - o Use 1½ inch margins if you do not have a lot of information in your letter

# 4

## Making Your Cover Letter Consistent With Your Resume

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To present a professional-looking application package, keep your cover letter and resume as consistent as possible. Use the same header, font, colour and type of paper. In some ways this is like marketing – you are creating your professional image or “personal brand.”

You have limited space, so use it wisely. Usually a cover letter is one page and a resume is one to two pages. It's not a good use of space to repeat information word-for-word in your cover letter that is already on your resume. Use your cover letter to highlight the key skills, qualifications and accomplishments needed for the job you are applying for and to discuss your interest in the specific job. If you want to expand on a skill that you've mentioned in your resume, use your cover letter to make a link to the job or provide a new example of how the skill was used. If repeating something directly, be brief and redirect the reader to your resume for more detail (ex: “As mentioned in my resume...”)



EXAMPLE

### **Darel McDonald:**

You met Daryl earlier. His resume states: “Fluently bilingual (English and Cree).” In his cover letter, he indicated how his ability to speak two languages will benefit the employer: “In my ability to speak both English and Cree, I can easily interact with individuals from diverse backgrounds.”

Your resume provides details about your skills and experience; your cover letter helps make a connection between your resume and the job you are applying for.

## Create a Positive First Impression

When creating your cover letter and resume, or completing application forms, think about how to ensure a positive first impression if an employer contacts you by phone. If other people answer your phone, be sure they understand you are expecting important calls. Especially with children, room-mates or immigrant parents, it's important to ensure that they can and will take a complete message and be clear, polite and professional. Review your answering machine or voice mail message to ensure it's something you don't mind employers hearing. For example, during your job search you may not want to have your young children's cute greeting on the machine, an “I listen to \_\_\_\_” radio station contest entry, or an abrupt “At the tone, you know what to do!”



REMEMBER

- coach anyone who may answer your phone about how to respond to potential employers
- adjust voice mail, if necessary
- use an appropriate email address
- check your voice mail and email daily if you've provided them as contact information to potential employers



EXAMPLE

**Sarah Jones:**

Sarah's answering machine message used to be one that her kids created. Now that she's looking for work, she's recorded a message that sounds more professional:

Hi, you've reached the Jones' residence. We can't take your call at the moment. Please leave a message and we'll call you back.

# 5

## Cover Letter Tips<sup>7 8</sup>

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REMEMBER

- personalize your cover letter
- be clear and to the point
- outline qualifications with positive information
- use language from job descriptions
- limit the use of the word "I"
- use examples of real accomplishments
- mention you are available for an interview
- type your letter using basic font (ex: 10-12 point font)
- use bold font only for emphasis
- sign your cover letter (if not emailing)
- spend time writing your cover letter and have someone else proofread
- match the style of your resume
- use a strong opening sentence in your cover letter
- spell out all words and avoid using acronyms and abbreviations
- use appropriate email addresses
- use active language
- keep the cover letter to one-to-two pages
- use white paper
- use the cover letter to highlight key aspects of your resume

<sup>7</sup> [http://resume.monster.ca/7184\\_en-CA\\_p1.asp](http://resume.monster.ca/7184_en-CA_p1.asp)

<sup>8</sup> [http://resume.monster.ca/6459\\_EN-CA\\_p1.asp](http://resume.monster.ca/6459_EN-CA_p1.asp)



# 6

## Emailing Cover Letters Tips <sup>9 10 11</sup>

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REMEMBER

- review the company's instructions for emailing cover letters and resumes
- use a clear subject line
- use consistent formatting
- limit use of bullets and special formatting
- include the competition number (if provided) in the subject line of the email
- attach cover letter to email (unless otherwise advised)
- include a short introductory statement in the body of the email that identifies the position you are applying for
- send attachments that people can open (ex: use common software like Microsoft Word or PDF)
- send yourself a test email

<sup>9</sup> [http://resume.monster.ca/9514\\_en-CA\\_p1.asp](http://resume.monster.ca/9514_en-CA_p1.asp)

<sup>10</sup> <http://sunnylam.net/SLA/2009/05/8-tips-for-better-email-cover-letters/>

<sup>11</sup> <http://jobsearch.about.com/cs/coverletters/qt/emailcover.htm>

# 7

## Cover Letter Checklist <sup>12</sup>

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### ACTIVITY

Use this checklist to ensure that your cover letter is formatted appropriately and that you have included all important items.

- standard piece of paper (8 ½ by 11)
- white (or off white) high quality paper
- cover letter fits on a single page
- appropriate amount of white space
- consistent spacing
- standard one inch margins
- paragraphs aligned to left
- appropriate email address is used
- correct spelling, grammar and punctuation
- correct names, titles and addresses
- heading is correct and consistent with resume
- first paragraph introducing yourself and reason for applying
- the position you're applying for
- why you are interested in the position
- how you heard about the position
- why you are interested in the company
- second paragraph highlighting skills and qualifications
- elements and language from the job descriptions
- how your experience qualifies you for the position
- how the company would benefit from hiring you
- real examples of accomplishments
- relevant courses completed
- third paragraph closing the letter
- thanking the employer for time and attention
- interest in meeting the employer
- appropriate contact information
- signature

You may find it helpful to use a template to create your cover letter. Sometimes templates are most useful just to generate ideas rather than to “fill in the blanks” – it can be really difficult to adjust your life experience to fit a preset format. In **Appendix C**, templates are provided for three slightly different cover letter styles.

<sup>12</sup> [www.settlemanitoba.ca/employment/cover\\_letter.php#Cover\\_Letter\\_Checklist](http://www.settlemanitoba.ca/employment/cover_letter.php#Cover_Letter_Checklist)

# 8

## Other Types of Letters

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Although the focus of this guide has been on cover letters, you may need to write other work-related letters. The following sections provide tips and samples to help you write resignation letters and reference letters. If you need information about writing thank you letters, see **A Guide to Outstanding Interviews**.

### Resignation Letter

When quitting a job it is important to leave the company graciously. When writing a resignation letter. Be sure to:

- be clear and to the point
- state your last day of employment
- thank your employer for the opportunity to work with him or her and the company<sup>13</sup>

### Resignation Letter Sample

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**Gabriela Tomagan**

4554 Moose Drive, Winnipeg, Manitoba R3L 9B8 | (204) 123-4567 | gabit@email.com

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November 17, 20XX

Amihan Blanco  
Senior Researcher  
Philippines Pharmaceuticals Research  
6859 Francesca Street  
Makati City, Philippines 1006

Dear Amihan,

It is with great regret that I must resign from my employment with Philippines Pharmaceuticals Research. I have thoroughly enjoyed my time working for such a wonderful organization and have been fortunate to learn a lot during my 16 years of employment with the company. I will be relocating to Winnipeg, Manitoba mid-December, 20XX. My final date of employment will be December 9, 20XX.

I wish you and the team at Philippines Pharmaceuticals Research luck with the research and I wish you all the best. I hope to return for a visit in the future.

Sincerely,

*Gabriela Tomagan*

Gabriela Tomagan

<sup>13</sup> [http://resume.monster.ca/6972\\_EN-CA\\_p1.asp](http://resume.monster.ca/6972_EN-CA_p1.asp)

# Reference Letter

Reference letters are typically written by employers or other individuals (ex: teacher, family friend, coach). These letters speak to your skills, knowledge, abilities, accomplishments and personal characteristics. At some point, you may be asked to draft your own reference letter to be signed by your reference. If this happens, it's important to know how to write a good reference letter.

Be sure to:

- include only positive information
  - ex: "Susan manages stressful situations with ease" instead of "Susan adequately manages stressful situations"
- provide details on how the reference knows you
  - ex: "As Susan's immediate supervisor at Dauphin Central Bank, I've had the pleasure to closely work alongside her for the last 15 years"
- ask your reference for a quote to include that speaks to your skills, knowledge, abilities, accomplishments, or personal characteristics
  - ex: "I believe Susan would be an asset to any organization and would thrive in any customer-related role"
- showcase skills relevant to the reason for the reference letter
  - ex: letter will have a different focus if it supports your application for a school program or practicum placement rather than a job
- highlight relevant accomplishments
  - ex: professional development certificates, awards, or a recent graduation
- quantify relevant personal characteristics
  - ex: "With Susan's exceptional customer service, she helped increase our regular customer base by 20 per cent over the last year"



EXAMPLE

## **Susan York:**

Susan is still in the early career planning stages but she's gathering everything she needs so that she will be ready to begin her job search. She approached her supervisor for a reference letter and he asked her to draft the letter for him, highlighting what she thinks will be most helpful for the type of work she'll be looking for. Once she is ready to apply for a specific job, she can add to the letter and her supervisor will sign it.

# Self-Written Reference Letter Sample

**Dauphin Central Bank**  
9840 Main Street  
Dauphin, MB R7N 1C5  
204-123-4567

January 1, 20XX

Name (if applicable)  
Job Title  
Organization  
XXXXX XX Avenue  
City, Province Postal Code

**Since Susan is not ready to begin applying for jobs yet, this letter is not being addressed to anyone specific. Once she is ready to apply to a job, her supervisor, Gregg Cupper, has agreed to adjust the letter to suit a specific job.**

Dear Dr./Mr./Mrs./Ms./Miss Last name,

As Susan York's immediate supervisor at Dauphin Central Bank, I've had the pleasure of work closely with her for the last 15 years. Susan has thrived in her position and is considered a staple to our organization, always assisting other employees with a friendly attitude and calm management of any situation. We at Dauphin Central Bank will be sad to see Susan leave and would welcome her back at any opportunity.

Over the years, Susan has been recognized on numerous occasions as Employee of the Month. Recently, Susan was awarded the Customer Service award for 20XX. With Susan's exceptional customer service, she helped increase our regular customer base by 20 per cent over the last year.

I believe Susan would be an asset to any organization and would thrive in any customer-related role. Susan consistently takes initiative, is well-organized, manages stressful situations with ease, and keeps focused on company goals, values, and missions.

I can assure you Susan is a one-of-a-kind employee and I would be happy to further discuss any questions you may have. I can be reached on my work line Monday through Friday during regular business hours at 204 -234 - 5678 ext. 217.

Sincerely,

*Gregg Cupper*

Gregg Cupper

# Summary

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This guide has provided tips, examples and activities to help you create cover letters (and other letters) that get noticed. Here are some key points for you to remember.

- when writing anything it is important to identify your reader(s)
- a cover letter is your chance to introduce yourself to potential employers
- review your cover letter to make sure that it is clear and to the point
- use an active voice as opposed to a passive voice
- use the **first paragraph** as a way to introduce yourself
- use the **second paragraph** to highlight your skills and qualifications
- use the **third, or closing, paragraph** to finish up the cover letter
- a cover letter shouldn't word-for-word copy the experience, skills, qualifications, or accomplishments already noted in your resume
- get someone else to proofread or edit your cover letter

This is one of several guides in a series to support your career planning and job search. For more information, visit [www.manitoba.ca/careerdevelopment](http://www.manitoba.ca/careerdevelopment).

# Appendix A: Cover Letter Samples

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## Job Advertisement for Jennifer Meyer's Cover Letter

### Charge University

Charge University is a leader in post-secondary education and rated as one of the **Top 100 companies** to work for in Manitoba.

We are looking for an outstanding candidate to fill our Junior Assistant Network Administrator position.

Candidates must have a diploma in computer science or equivalent education and experience, be able to work in a team environment, and be skilled with Windows Server (2003), exceptional communication skills, provide technical support to clients and Exchange mail servers.

Qualified candidates should submit their resumes to:

**hr@email.ca** or

Ms. Keisha West  
Human Resources Manager, Charge University  
270 18th Street  
Brandon, Manitoba R7A 6A9

# New Graduate Cover Letter Sample

**Jennifer Meyer**

125 Park Place, Brandon, MB T1K 5X7 (204)123-4567 | [jennifer22@email.com](mailto:jennifer22@email.com)

January 1, 20XX

Ms. Keisha West  
Human Resources Manager, Charge University  
270 18<sup>th</sup> Street  
Brandon, Manitoba R7A 6A9

Dear Ms. West,

As a recent graduate from Assiniboine Community College I am eager to learn and full of knowledge to share in the Junior Assistant Network Administrator position I found on Monster.ca. I recently completed my Systems Technology diploma and I am excited about the opportunity to put my educational knowledge and the skills I developed during my practicum experience to use in this position. I recently read that your university was rated amongst the top 100 employers in Canada and I'm very motivated to work for Charge U.

During my two month practicum with the Marketing and Communications department at Talk Communications, I gained experience:

- Providing technical support
- Sourcing, installing, and maintaining new software
- Setting up new users in connecting to networks
- Monitoring department computers for viruses and malware; removing any malicious material

Often sought out by fellow co-workers and students to work on group projects such as a new system roll out, I also excel in managing my own projects. I was among the top five students in courses such as:

- Customer Support
- Technology Essentials
- Emerging Technologies
- Research and Report Writing

I am also able to:

- Maintain in-house mail and file servers
- Provide support to computer users
- Set up and administer backup software, including automatic scripts
- Set up network security
- Maintain user accounts

Thank you for taking the time to review my cover letter and resume. I look forward to an opportunity to meet you at your earliest convenience. I am available for an interview at any time and can best be reached by phone at (204)123-4567 or by email at [jennifer22@email.com](mailto:jennifer22@email.com).

Sincerely,

*Jennifer Meyer*

Jennifer Meyer



# Job Advertisement for Darel McDonald's Cover Letter

## The Company:

With over 25 years in the industry, **Johnson Suppliers** is the leading construction company in Flin Flon, Manitoba.

Johnson Suppliers provides a safe working environment, friendly staff and above standard wages.

## The Opportunity:

Johnson Suppliers is seeking **Construction Labourers** for seasonal employment.

Successful candidates will be motivated and hardworking, have a valid driver's licence, be physically able to perform heavy lifting (up to 50lbs), have a grade 10 education or higher, and be able to work flexible hours.

## To Apply:

Applications can be emailed to **abeach@email.ca**, mailed or delivered in person to:

Mr. Arthur Beach

Human Resources Manager, Johnson Suppliers

1234 Main Street

Flin Flon, MB R8J 7G4

## Construction Cover Letter Sample

	<b>Darel McDonald</b> 12243 Vert Street, Flin Flon, Manitoba R8A 0A1 (790) 123-4567 <a href="mailto:dmcDonaldMB@email.com">dmcDonaldMB@email.com</a>
--	---

January 1, 20XX

Mr. Arthur Beach  
Human Resources Manager  
Johnson Suppliers  
8295 Main Street  
Flin Flon, MB R8J 7G4

Dear Mr. Beach,

My close friend, Mathew Barley, recommended that I apply at your organization. I heard the crew and supervisors at Johnson Suppliers are amazing people to work with and that your company truly values its employees. As a result, I am responding to the position posted on the Job Bank for seasonal construction labourers. Please accept this letter and attached resume as an application for a position with your company.

My resume will show that I have a good work history as a skilled general labourer with various certificates and almost two decades of experience behind me. What sets me apart from others is my ability to interact well not only with coworkers and supervisors but also with customers. In my ability to speak both English and Cree, I can easily interact with individuals from diverse backgrounds.

Although I have numerous years of experience working in construction, I have never had the opportunity to work for your company and I would welcome this chance to be part of your construction team. Please call me at (790) 123-4567 at your convenience to discuss how I can contribute to Johnson Suppliers this season. Thank you for your time and consideration.

Respectfully yours,



Darel McDonald

## Job Advertisement for Frank Peters' Cover Letter

### Thomson RPC

The vision and goal of the HR Team at Thompson RPC is to contribute to the excellence of our community. We are currently looking for an individual that shares our vision to join our team as Quality Assurance Coordinator/HR Trainer.

Applicants must have a minimum of 10 years experience working for a mining company; strong knowledge of quality assurance and safety management procedures; and strong human relations, communication, and training skills.

Thompson RPC offers competitive salaries and benefit packages.

Resumes will be received until 5:00pm on **January 15, 20XX**.

Resumes can be submitted to:

Thompson RPC

123 Fake Street

Thompson, Manitoba R8N 1S6

Or emailed to [info@email.ca](mailto:info@email.ca)

Thank you for your interest. Only those candidates selected for further consideration will be contacted.

## Quality Assurance Coordinator/HR Trainer Cover Letter Sample

**Frank Peters**

3249 Spruce Drive  
Thompson, Manitoba R8N 6P6  
(204) 123-4567

January 1, 20XX

Mr. Henry Lee  
Human Resources Manager  
Thompson RPC  
123 Fake Street  
Thompson, Manitoba R8N 1S6

Dear Mr. Lee,

I recently visited your website and find my career goals and aspirations to be an excellent fit with your organization's goals. I am submitting this letter and resume for consideration for the Quality Assurance Coordinator/HR Trainer position as advertised in the Tuesday, December 29, 20XX edition of the Daily Doodle. As a coach, mentor, and founding member of a Toastmasters club I will bring the leadership, initiative, and energy required to excel in the position. I have over 20 years of experience working in a mining operation, with extensive experience on the Quality Assurance Team and Health and Safety Committee.

With management, organizational, coordination, communication, and problem-solving skills I developed while serving on committees, coaching, and managing programs I am well prepared to support employees in various training and quality assurance initiatives. I enjoy working with people and have the ability to put them at ease. I am well spoken and calm and able to efficiently juggle multiple tasks.

While my previous employer stated he was sorry to lose me, I am excited about the opportunity to work more closely with people in an office environment. I appreciate the time you have taken to review my cover letter and resume. I am available to meet with you to further discuss my skills as they relate to this position and can be reached at (204) 123-4567.

Yours truly,



Frank Peters

# Job Advertisement for Gabriela Tomagan's Cover Letter

## Learning University

Learning University has an exciting **Senior Research Assistant** position that supports the University's research team focused on studying drug interactions. Only candidates with a Masters degree or equivalent experience in scientific research will be considered for this position.

The successful candidate will be responsible for overseeing operations in the lab, conducting experiments, supervising staff, operating equipment, contributing to publications and preparing reports, problem-solving and analyzing research data.

This is a **key opportunity** to work for a well-known university with competitive wages and benefits.

Resumes can be submitted in person or mailed to:

Learning University  
15 Gillson Street  
Winnipeg, MB R3T 2N2

Please quote competition # 17449 on all correspondence

## Targeted Manitoba Cover Letter Sample

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### Gabriela Tomagan

4554 Moose Drive, Winnipeg, Manitoba R3L 9B8 | (204) 123-4567 | gabit@email.com

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January 1, 20XX

Ms. Sheila Falk  
Lead Researcher  
Learning University  
15 Gilson Street  
Winnipeg, MB R3T 2N2

#### **Re: Senior Research Assistant – Competition #17499**

Dear Ms. Falk,

I am applying for the full-time Senior Research Assistant position that I saw posted on the Learning University website. I believe that I am the perfect candidate for this position as I have extensive knowledge and experience in research analysis. I am excited about this opportunity to work for Learning University as I believe it will provide the perfect environment to build on my previous research experience. A specialty that I can bring to Learning University is my experience with up-to-date technology like microscopic image capturing software, chemistry analyzers, and binocular light compound microscopes.

For 16 years, I have been fascinated with the field of Biology and have been fortunate to continue my academic research in the pharmaceutical field while living in the Philippines. In 20XX, I was recognized by my colleagues with the Philippines Pharmaceuticals Research Leader award. I moved from the Philippines a year ago and have over the past year I have enjoyed settling into my new country and have taken English courses to further expand and improve my second language. I believe my diverse background and experiences will be an asset to the Learning University.

Thank you for your time and if you have any additional questions or to schedule an interview, please contact me at the phone number or email address above.

Sincerely,

*Gabriela Tomagan*  
Gabriela Tomagan

## Job Advertisement for Sarah Jones' Cover Letter

### **Amy's Boutique**

**Amy's Boutique** is currently looking for an exceptional candidate to join our team as a **Sales Clerk**.

This is an exciting opportunity if you are someone who:

- Is dedicated to delivering the highest quality of customer service
  - Has previous experience in a retail environment
  - Enjoys working in a fast-paced retail environment
    - Is a team player
    - Can work flexible shifts

Amy's Boutique offers competitive wages, bonuses, and opportunities for advancement.

Please apply in-person with your resume and cover letter to **Amy's Boutique**, Market Mall, Unit 35, between the hours of 10 – 4 Monday to Friday.

## Retail Cover Letter Sample

### Sarah Jones

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1234 53<sup>rd</sup> Avenue, Winnipeg, MB R2W 3S4 (204) 123-4567 sarah.jones@email.com

March 8, 20XX

Susan Smith  
Manager  
Amy's Boutique  
Market Mall, Unit 35  
Winnipeg, MB R3C 3H8

Dear Ms. Smith:

Amy's Boutique has a strong reputation for providing quality customer service in retail women's fashion. I am a frequent customer of Amy's Boutique and was very excited to see the job advertisement in the newspaper on March 4, 20XX. I believe that my customer service skills, along with my keen eye for fashion, would make me an excellent addition to your team as a Sales Clerk.

Some of the benefits that I can bring to Amy's Boutique include:

- A good sense of fashion
- An ability to help people choose clothes that bring out their best features
- An ability to work with diverse groups of people
- Commitment to helping others become their "best" selves
- Teamwork skills and coaching abilities

I am available to meet with you to discuss my skills and the benefits that I could bring to the Sales Clerk position. You can reach me at (204) 123-4567. I appreciate your consideration of my application for the Sales Clerk position.

Best Regards,

*Sarah Jones*

Sarah Jones



# Carpenter Cover Letter Sample

**Miles Lawson**  
321 Riverside Drive  
Any City, Manitoba R6P 2T4

January 1, 20XX

Frank Carson  
Manager, Human Resource Services  
Manitoba Highways  
600 – 155 Carlton Street  
Winnipeg, Manitoba R3C 3H8

Dear Mr. Carson,

I wish to apply for the Carpenter MM2 # 207889 position advertised on the Civil Service Commission job posting web site. I believe my extensive Journeyman experience interpreting information, problem solving, and making decisions makes me an ideal qualified candidate for the position that you are seeking to fill. I have enclosed my resume for your review and consideration.

For the past 12 years I have worked as a seasonal Journeyman Carpenter (MB certification) for various residential and commercial companies. As a result, I have an extensive working knowledge of the current Manitoba Fire & Building codes and safety regulations. Also, I developed excellent oral/written and interpersonal skills when working with both my employer and apprentices. My resume will show that I have previously worked in a secured environment and am physically capable of performing the duties related to this position including working at heights. I have a clear criminal record check and a valid Manitoba class 5 driver's license. My diversified work history has provided me with solid experience in the maintenance and repair of building structures, roofs, walls, windows, doors, flooring, woodwork, cabinetry, furniture, and locks. I also have experience working with a preventative maintenance work order system and related reports and documents.

I am available to meet with you at your earliest convenience to further discuss my diversified work history and the contributions that I can make to the Manitoba Highways team. Please contact me at **250-123-4567**.

Sincerely,

*Miles Lawson*

Miles Lawson

# Clerical Cover Letter Sample

**Jenny Meakin**

789 My Street  
Brandon, MB R7B 1B5  
(204) 123-4567

January 1, 20XX

Civil Benefits Board  
1200 – 444 St. Mary Avenue  
Winnipeg, MB R3C 3T1  
**Competition # 7879-A1**

Dear Civil Benefits Board Representative,

Through your recent advertisement on the Civil Service Web site, I learned of your opening for a Client Services Representative. I have submitted my resume for your review and consideration. I am aware your team won the 20XX Civil Service Team award and I am excited about an opportunity to work with such a great group of individuals.

I am confident that I would be a great fit for this position as I have the skills, education and experience that you are seeking:

- 4 ½ years experience working with plan members and the administration of their insurance benefits
- Recipient of Client Services award for outstanding client service
- Excellent oral and written communication skills
- 3 years experience preparing material and presenting to 50+ groups of people
- I will be completing my Employee Benefits certification from Humber College April 30, 20XX
- Extensive experience working in a mainframe environment
- Educated and experienced in Microsoft Word and Excel
- Level 11 conversational French

I am available Monday through Thursday in the afternoons to meet with you so we can further discuss the skills and experience that I can bring to the team. I can best be reached by phone at (204) 123-4567. Thank for your time and consideration.

Best regards,

*Jenny Meakin*

Jenny Meakin

# Janitor Cover Letter Sample

**Matty Johnson**

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128 Dolphin Avenue, Thompson, MB R3C 9M9 | (204) 123-4567

January 1, 20XX

Ms. Lanny Turner  
Human Resources Manager  
ABS Cleaning Services  
Thompson, MB RC3 7G8

Dear Ms. Turner,

I am writing in response to your advertisement in the Brandon Sun on December 28th for the janitorial position. I strongly agree with your company's motto to exceed client expectations by providing high quality service.

The responsibilities described in the ad sound almost identical to my current job responsibilities. As my references will confirm, I am a motivated and productive worker who gets along well with co-workers, management, and clients. I understand from my research that your company is expanding to The Pas. This would offer an excellent opportunity for me to return to my community and to continue working in the cleaning industry. Also my knowledge and understanding of the janitorial opportunities in The Pas and surrounding area could be beneficial to your company.

I look forward to meeting you at your earliest convenience so we can further discuss what I can contribute to ABS Cleaning Services. I can best be reached at the number provided above. Thanks for considering my application.

Yours truly,

*Matty Johnson*

Matty Johnson

# Executive Assistant Cover Letter Sample

**Amrit Singh**

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**789 My Street, Portage la Prairie, MB R7B 1B5 (204) 123-4567**

January 1, 20XX

Dr. Susan L. Anderson  
Senior Physician  
Prairie Sun Clinic  
Portage la Prairie, MB R7B 8U7

Dear Dr. Anderson:

I was made aware of the opening for an executive assistant through my dear friend Lisa Clancy who works as a recruiter within your HR department. Lisa has strongly recommended the Prairie Sun Clinic as an exceptional place to work and I am submitting this letter and my resume to be considered for the position.

I am a dedicated and motivated individual and I believe I have the qualifications and experience that you are seeking:

- 95 WPM typing with no errors
- Computer skills - skilled in Excel and all Microsoft applications
- Excellent telephone voice and communication skills
- Ability to handle stress as a result of excellent organizational and time management skills
- 15 years as a corporate executive assistant

Please feel free to contact me at your earliest convenience to arrange a meeting so we can further discuss what I can bring to your team at the Prairie Sun Clinic. I can best be reached in the evenings at (204) 123-4567. Thank for your time and consideration.

Respectfully yours,

*Amrit Singh*

Amrit Singh

# Financial Worker Cover Letter Sample

**Mark Pyette**

123 MacLeod Avenue  
Cityville, MB R7N 2V3  
(204) 123-4567

January 1, 20XX

Eastside Family Services  
Manitoba Family Services and Housing  
4089 – 300 Carlton Street  
Cityville, MB R3B 3M9

To the Hiring Manager of Manitoba Family Services and Housing,

With a decade of experience in bookkeeping, accounting, accounts payable and receivable, as well as various other financial matters, I believe the **Financial Worker EB1 (advertisement # 18746)** would be a perfect fit with my skills and abilities. I was excited when I found this position advertised on the Civil Service website as I have heard nothing but great things about the team and work environment at Eastside Family Services.

I believe I would be a valuable asset to your team with my diverse work history. As a team leader in a group home, I oversaw and administered individual clients' personal budgets. Through my management position, I have developed my communication and interpersonal skills by being involved in the hiring and training process. I was responsible for the orientation of new employees, which included interpreting and explaining the company policy and procedures. While assistant manager, I was able to prioritize my tasks to meet or exceed all expected deadlines and I worked well under pressure. I have also demonstrated the ability to handle a large volume of work. I have extensive computer experience in Microsoft, having created letters and documents in Word, cash flows and budgets in Excel, presentations in PowerPoint, and databases in Access. I take pride in my ability to build and maintain positive relationships with people from all professional levels, as well as various backgrounds and cultures. A clear satisfactory criminal record check can be provided as requested.

I believe I would be a valuable asset to the Eastside Family Services team. I would welcome the opportunity to meet with you to discuss my qualifications and the position in further detail. To arrange an interview, I can be contacted at (204) 123-4567.

Sincerely,

*M. Payette*

Mark Payette

# Labourer Operator Cover Letter Sample

**Paul Moore**

**RR #1 Townsville, MB R0K 7A0 (204) 123-4567**

January 1, 20XX

Doug Griffiths  
Supervisor  
Townsville Yard Labour Inc.  
Human Resource Services, West Central Region  
P.O. Box 690 Dauphin, MB R7N 3B3

Dear Mr. Griffiths,

With my experience and credentials, I believe I am highly qualified for the position of Non Seasonal Labourer/Operator for the Townsville Yard (competition number 16729). I am currently employed by Townsville Yard Labour Inc. and would love the opportunity to further develop my skills while continuing to work for this organization.

I hold a valid Class 3 driver's license with air endorsement. I've operated various types of equipment including:

- Pilot truck
- Forklift with barrel-clamps and sling attachment
- Loader
- Three ton supply truck with broom attachment
- Five ton supply truck with HIAB lift with sling and barrel-clamps
- Steel rollers and rubber packers

In my position with Townsville Yard Labour Inc. (Special Operations), I:

- Am called in early each season to maintain and repair various types of equipment
- Have performed various manual duties in construction and the maintenance environment
- Work on a crew of nine people
- Use communication and interpersonal skills to assist the crew to complete tasks
- Enjoy working with others in a team environment

I can respond to emergencies in a reasonable time frame and can work extended hours. My certification by Manitoba Transportation and Government Services as a Pilot Truck Driver and Flagman as well as a Rubber Packer and Steel Roller Operator, has given me knowledge and experience regarding traffic operations, policies, and safety practices. For more information or to arrange an interview I can be reached at (204) 123-4567. This phone has call display so I can return any missed calls. Thank you for your consideration.

Yours truly,

*Paul Moore*

Paul Moore

# Member Relations / Accounting Clerk Cover Letter Sample

## Emma McTavish

2993 108 Street, Winnipeg, MB R3A Y8K  
Cell: (204) 123-4567 | Home: (204) 234-5678  
emma\_mctavish@email.com

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January 1, 20XX

Stella Sinclair  
Human Resources Department  
P.A.M. (Management) Inc.  
123 Elgin Street  
Winnipeg, MB R3A 1P2

Dear Ms. Sinclair,

I find your company's goal of striving to assist small to medium business owners fitting with my own career goals, which is my reason for submitting this letter and resume in application for the position of Member Relations / Accounting Clerk as advertised in the December 26, 20XX edition of the Winnipeg Free Press.

I have knowledge of general accounting principles, having done the books for our family business for the past 11 years. My duties consisted of processing and recording all accounts payable and accounts receivable transactions, making bank deposits, mailing invoices, and typing related correspondence, such as reminder letters. I have excellent communication skills and have a 97% success rate in collecting overdue accounts. While taking the Business Administration Diploma at Parkland College I developed an accurate keyboarding speed of 63 words per minute. We worked extensively in Word and Excel and I graduated with Honours. I have applied my knowledge of software programs to various customized programs while doing books for numerous businesses in our area. I am a quick learner and a hard worker and I am efficient, well-organized, and responsible.

I am available to meet with you to further discuss my skills as they relate to this position and can be reached on either my home phone at (204) 123-4567 or cell at (204) 234-5678 at any time of the day. I appreciate your time in reviewing my application.

Yours truly,

*Emma McTavish*

Emma McTavish

# Server / Entry Level Cover Letter Sample

**Melanie Wong**  
#328 – Falls Street West  
Winnipeg, MB R3A 2B5  
(204) 123-4567 | Melwong@email.com

January 1, 20XX

Mr. Mike Henning  
Manager  
Golden Lake Restaurant  
456 Blue Fish Avenue  
Winnipeg, MB R3A 9T2

Dear Mr. Henning,

Last week I visited your restaurant for the first time and was very impressed with the service and attention to detail. I value the high class atmosphere of your restaurant and would like the opportunity to work in such an environment. My server that night, Jean Adams, mentioned that you were hiring servers and I hope that you will accept this letter and resume in application for the server position currently available.

Over the past years, I have been fortunate to focus my efforts on my school work and role as Editor of my university's newspaper. I have always enjoyed working as part of a team and this is evident through my involvement in student council and drama club. Through volunteer experience, I have developed leadership, interpersonal, customer service, and organizational skills. As side learning I have earned both my food handling and smart server certificates. I am currently a hard working and dedicated university student and I believe I can contribute a great deal to your business and your team.

I would appreciate the opportunity to discuss my credentials with you at a mutually convenient time. I can best be reached by phone at (204) 123-4567 or by email at **Melwong@email.com**. Thank you for your consideration.

Sincerely,

*Melanie Wong*

Melanie Wong



# Nurse Cover Letter Sample<sup>14</sup>

## **Renee Clooney**

78104 Tampa Road  
Winkler, Manitoba V4T 9K1

[rclooney@email.com](mailto:rclooney@email.com)  
(204) 123-4567

January 1, 20XX

Ms. Vaughn Dextra  
ICU Head Nurse  
Healthy Care Hospital  
PO Box 1070 STN Main  
Winkler, MB R6W 4B1

Dear Ms. Dextra,

I spent the last 6 years as a registered nurse in the Intensive Care Unit at Pines General Hospital in Winnipeg, Manitoba. I have recently relocated to Winkler, Manitoba and my employer at Pines General Hospital, Dana Marsh (a previous Healthy Care Hospital employee), has recommended me for the position of Assistant Head Nurse for the Intensive Care Unit at Healthy Care Hospital.

One of my strongest assets that I would contribute to the position is my communication skills which are enhanced by my ability to consult with doctors, patients, families, and other health care professionals. I also work very well in stressful and difficult situation and have the ability to manage multiple tasks at once. I am aware that there is a level of management required for the Assistant Head Nurse position and I am anticipating graduation in the Spring of this year from a two year online Business Management diploma program. Through my education in this program and my previous nursing experience I believe I would make a positive contribution and be an asset to the Healthy Care Hospital nurses.

Thank you for your time. I would appreciate any opportunity to discuss this opening at your earliest convenience. I can best be reached by the phone number or email provided above.

Sincerely,

*Renee Clooney*

Renee Clooney

<sup>14</sup> [www.rnao.org/Storage/17/1140\\_coverletter.pdf](http://www.rnao.org/Storage/17/1140_coverletter.pdf)

# Appendix B: Cover Letter Practice

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Use the space provided to write the first, second, and third paragraphs of your cover letter.

Paragraph 1

Paragraph 2

Paragraph 3

# Appendix C: Cover Letter Templates

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## Cover Letter Template #1

### First and Last Name

XXXX Street  
City, Province  
Postal Code  
(xxx) xxx-xxxx  
xxx@x.com

Month, day, year

Name (if applicable)  
Job Title  
Organization Name  
XXXXX XX Avenue  
City, Province  
Postal Code

Write out the name of the individual you are sending the cover letter to. Don't forget to include a comma after his or her name.

Dear Dr./Mr./Mrs./Ms./Miss Last name,

Paragraph One.

**Keep in mind:**  
Left justify the paragraph. In this template, paragraphs have not been indented. However, you may want to format your cover letter so paragraphs are indented.

Paragraph Two.

Keep the font consistent with the rest of the cover letter and consistent with your resume.

Paragraph Three.

Use one space between paragraphs.

Sincerely,

*Your signature*

Your first and last name

Although you're including your signature, be sure to also include your typed first and last name.

# Cover Letter Template #2

## First and Last Name

XXXX Street  
City, Province Postal Code

Phone Number: (xxx) xxx-xxxx  
Email Address: xxx@x.com

Month, day, year

XXXXX XX Avenue  
City, Province  
Postal Code

In this example the name of the individual cannot be found so only the company address is included here.

Dear Human Resources Manager,

Paragraph One.

A name is not available. In this case you may also want to address it to Dear Hiring Manager, or Dear (Name of Company) Representative.

Paragraph Two (Part A).

Paragraph Two (Part B)

Left justify the paragraph. In this template, paragraphs have been indented. Make sure only the first line of each paragraph is indented.

Paragraph Three.

Respectfully yours,

*Your signature*

Your first and last name

Sometimes a second paragraph is needed in the middle section to include all of your relevant skills, qualifications, abilities and accomplishments. Don't hesitate to use more than one paragraph in the middle section as long as the information is clear and to the point.

## Cover Letter Template #3

### First and Last Name

XXX XXXX Road

City, Province Postal Code

Phone: (xxx) xxx-xxxx

Month, day, year

First and last name

Job Title

Organization Name

XXXXX XX Avenue

City, Province Postal Code

Dear Dr./Mr./Mrs./Ms./Miss Last name,

Paragraph One.

Paragraph Two.

- Skills
- Accomplishments
- Qualifications

In this template example, a bulleted list has been used in the second paragraph to list skills, accomplishments, and qualifications. If using bullets be sure:

- formatting doesn't get lost when emailing
- to use the same bullets used on your resume (if applicable)

Paragraph Three.

Best regards,

*Your signature*

Your first and last name

# Appendix D: Guide Links

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## External Weblinks

- Check out [www.writeexpress.com/action-verbs.html](http://www.writeexpress.com/action-verbs.html) for a comprehensive list of action verbs to include in your cover letter
- Employment Manitoba Office [www.gov.mb.ca/employment/emp\\_centre\\_locations.html](http://www.gov.mb.ca/employment/emp_centre_locations.html)
- For more information about career planning, tips for success in the workplace and other related topics, please visit [www.manitoba.ca/careerdevelopment](http://www.manitoba.ca/careerdevelopment)
- Working in Canada [www.workingincanada.gc.ca](http://www.workingincanada.gc.ca)
- Manitoba Job Futures [www.mb.jobfutures.org](http://www.mb.jobfutures.org)
- Manitoba Labour Market Information [www.gov.mb.ca/tce/lmi/index.html](http://www.gov.mb.ca/tce/lmi/index.html)

## Links In This Guide

- [Appendix A](#)
- [Appendix B](#)
- [Appendix C](#)

## Links to Other Guides

- [A Guide to Completing Applications](#)
- [A Guide to Planning Your Career](#)
- [A Guide to Writing Resumes](#)
- [A Guide to Outstanding Interviews](#)
- [A Guide to Conducting an Effective Job Search](#)
- [A Guide to Building a Career Portfolio](#)
- [A Guide to Success in the Workplace](#)
- [A Guide to Recognizing Your Prior Learning Career Planning Guide](#)