

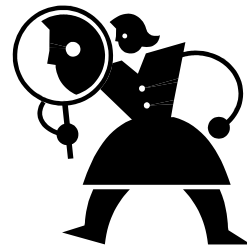
COVER LETTERS

- 1. Remember the basics.** Name the job that you are applying for and address the letter to the appropriate person. In other words, spell the name of the position and the person you are sending to correctly.
- 2. Distinguish yourself from the competition.** Take the time to customize your cover letter to be consistent with the job description, your skill set and the organization's values. Remember, your cover letter is often the first impression you make. It should be *sincere, personal and passionate*.
- 3. Triple check and then check again.** Spell check, grammar check and content check. Then have a friend repeat. When competing for a position, you do not want to give a potential employer or recruiter any reason to dismiss you.
- 4. When writing your cover letter keep the job description close at hand.** Review the job description and highlight the traits and skills the employer is looking for, then match your experience and training to demonstrate that you have all of the traits they are looking for.
- 5. Do not write your cover letter in third person.** Writing a cover letter in third person often removes the personal component leaving the impression that someone else wrote it for you.

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** Please note: recommendations will vary according to the recruitment group or company that you are talking to.*