

# Application Letter

# Application vs. Cover Letter

- **Application letter:**

- is sent when applying for a job
- is longer
- presents all the information about your educational background, work experience, skills and competences
- points out things that can help your application

- **Cover letter:**

- accompanies your CV
- is shorter
- focuses on skills and personal characteristics that are not presented properly in your CV by giving examples and explanations

# Choose the things you would include in an application letter.

1. Which job you are applying for and how you found out about the vacancy ✓
2. Your experience and personal qualities related to the job ✓
3. Why you left your previous job ✗
4. Your salary expectations ✗
5. A complete list of your exam results and qualifications ✗
6. What you can offer the company if they give you the job ✓
7. What other documents you are attaching or enclosing with the letter ✓

# Structure of an application letter

## I An introductory paragraph that:

- Is interest getting
- States or implies applicant's interest in the position

## II A value-selling paragraph that:

- Demonstrates your ability to be value adding
- Highlights your key strengths and abilities

## III A background summary paragraph that:

- Briefly summarizes your relevant education and experience

## IV Action statement

- A statement that either compels or ensures follow up action

## V A statement of appreciation

e.g.: *Thank you for your consideration. or I hope that you will give the enclosed resume favorable consideration.  
Thank you.*

# Application letter – sample –

Dear Dr. Willis:

Having worked in three-day care centers as a volunteer and student intern, I was quite excited to learn from Professor Jan Jenkins that you have an opening for a teacher at Peach Tree Day Care Center. I would very much like to be considered for that position and feel qualified for several reasons.

According to Dr. Jenkins, you are interested in incorporating educational objectives into play programs. I am not only committed to such an approach but, as my enclosed resume illustrates, I have had the opportunity to design and implement such programs at two different day care facilities. Children, teachers and parents were all enthusiastic about how educational yet captivating these sessions turned out to be, and I thoroughly enjoyed both planning them and working with the children.

I was also informed that Peach Tree Day Care Center is heavily used by African-American and Hispanic families and that you strive to meet their unique needs. In addition to studying the culture of urban minorities, for the past two summers I have also been a “Big Sister” for two African-American children, ages 4 and 6, living in Philadelphia.

I would appreciate the opportunity to discuss these and other experiences with you and to find out more about Peach Tree. Spring break lasts from March 15 through 25. Would it be possible to meet with you some time then?

I look forward to hearing from you soon.

Sincerely,

Michelle Jones

# Guidelines to remember

- Keep it down to one page.
- Adapt the letter carefully to the conditions and needs of each job.
- Open with the idea that captures the attention of the prospective employer so that the letter and resume are considered worth reading.
- Mention something that will let them know that you have done your homework.
- Close your letter with a request for an interview.
- Avoid jargon!
- Special attention should be given to grammar, spelling and neatness. The application letter should represent your very best efforts.



# Introduction– useful phrases

1. I would like to apply for the position of...
2. I am writing in response to your advertisement posted on...
3. I wish to apply for the position of...which you advertised in... on...
4. Please accept this letter as my application for the position of...

*post      accept      apply      application*  
*response   advertised   advertisement   position*

# Background summary – useful phrases

1. Currently I am working for... and my responsibilities include...
2. My professional qualifications appear to be well suited to your company's requirements.
3. Although I have no previous experience in..., I have had...
4. I have completed the following courses ...
5. I am a motivated professional with a variety of skills and experience.

*skills   following   previous   motivated   professional   completed*  
*requirements   responsibilities   suited   currently   variety*

# Value selling paragraph – useful phrases

1. I have an excellent knowledge/command of ...
2. My interest and knowledge in this area was further enhanced by...
3. I believe I possess the right combination of ...
4. While working at... I became highly competent in...
5. I would be well suited to this position because...

*possess*

*working*

*enhanced*

*suited*

*command*

*highly*

*knowledge*

*right*

# Action statement – useful phrases

1. I would appreciate the chance to meet with you to discuss ...
2. I look forward to our meeting.
3. If you are interested, please contact me at ...
4. I look forward with enthusiasm to an opportunity for an interview.
5. I would welcome/appreciate the opportunity to discuss further the details of the position with you personally.

*contact*                      *interview*                      *personally*                      *further*  
*appreciate*                      *enthusiasm*                      *welcome*                      *forward discuss*

# Matching exercise

You are going to see two lists.

Phrases from list **A** are taken from job advertisements.

Phrases from list **B** are taken from the cover letters sent by the applicants.

Match the corresponding phrases.

1. You need the ability to use your initiative. **e**
2. The successful candidate will have good interpersonal skills. **g**
3. You must be PC literate. **a**
4. You need to show attention to detail. **f**
5. You must show good time management. **d**
6. The successful candidate will be able to cope with uncertainty. **h**
7. You must be a good team player. **c**
8. You must be committed to lifelong learning. **b**

- a) I have good computer skills.
- b) I always welcome opportunities for further training and development.
- c) I work well in groups.
- d) I am able to organize my timetable and meet deadlines.
- e) I am able to work independently.
- f) I am able to complete tasks with precision and accuracy.
- g) I can form good relationships with many different people.
- h) I can adapt to changing circumstances and take risks.

## Make the following sentences formal:

- I saw your ad for a PA in yesterday's paper and I want to apply.

*I wish to apply for the position of Personal Assistant in your company advertised in Politika daily newspaper on June 23, 2013.*

- I'm sending my CV together with his letter for you to look at.

*Enclosed please find my CV for your attention.*

- I can't wait for you to invite me for an interview!

*I am looking forward to an invitation for an interview / to attending an interview.*

- Mary's great with all sorts of kids, and her German is OK, so I reckon she'll do fine as a teacher in an Austrian school.

*Mary is excellent with children and has satisfactory German language skills. Therefore, I believe she will make an excellent teacher in an Austrian school.*

- If you want to know more, don't be shy - go ahead and ask.

*If you require further information, please do not hesitate to contact me.*

- Thanks for reading my application and I hope to see you soon.

*Thank you for your kind review of my application. I look forward to seeing you soon.*

- I'm sure I'm the best candidate for the post, as my CV also shows.

*I am confident that I am the most suitable candidate for the position, as my CV also confirms.*

- I worked for ACD Company for a year or so, but they sacked all the middle management (including me) because they had money problems.

*I worked for ACD Company for approximately one year but was made redundant as a member of the middle management due to the company's financial difficulties.*

- My English is great and I can also use a computer well.

*My English language and computer skills are proficient/ advanced.*

- To sum up, I'm sure my ex student Kelly Jones will be a big plus for your company.

*In conclusion, I am confident that my former student Kelly Jones would be a valuable asset to your company.*



# Page 132

Responding to a job advertisement

*First fill in the blanks, then write an application letter for the position advertised in the exercise. Use full block letter format and the information provided in the exercise.*

1) Leading

2) vacancy

3) post

4) applicant

5) qualified

6) experience

7) team

8) motivate

9) colleagues

10) attractive

11) package

12) basic

13) salary

14) annum

15) commission

16) benefits

17) CV

18) covering

Self-study

# Introductory Paragraph

- There are three effective techniques for creating a personal, customized touch in the introductory paragraph:

## I Use of personal contact

e.g. *During recent discussions with Steve Temple, your Manager of Accounting, I became aware of your concern about the need to automate the accounts payable function. Perhaps I can be of help...*

## II Use of specific company knowledge

*e.g. I read the article concerning Champion Corporation's use of modern organization development techniques in the August 2 issue of Business Week. As a seasoned O.D. Professional, I found this article unusually interesting, and it has prompted my decision to apply for employment with your company.*

## III Use of a compliment

*e.g. A colleague of mine has told me of your excellent reputation as an executive search firm that specializes in the recruitment of financial executives.*

# Value Selling Paragraph

- This paragraph describes the value that you can bring to the hiring organization.
- This IS NOT simply a listing of your strengths. Instead, it lists specific results achieved and contributions made.
- This provides a key opportunity to market yourself to prospective employers.

# Background Summary

- This provides a brief synopsis of your relevant education and experience.
- It includes the academic degree held, major field of study, number of years of experience and a short description of job-relevant experience.
- The purpose is to convey that you have the appropriate training, experience and seasoning to support the position for which you are applying.
- Keep it brief!

# Action Statement

- This statement should somehow ensure action beyond simply reading the letter.
- This should urge the employer to take favorable action on your employment candidacy or that your intentions are to call.

*e.g. I will plan to call you next week to determine if you are interested in discussing this matter further and, if appropriate, to arrange for a meeting with you.*



# Statement of Appreciation

- Since most employers are busy you should express your appreciation.

*e.g. Thank you for your consideration.*

*e.g. I hope that you will give the enclosed resume favorable consideration.  
Thank you.*

# Page 159, exercise 3:

Put the words in the correct order to make a sentence / part of sentence of *a cover letter*.

# Key:

1. I wish to apply for the position of Network Manager which was advertised in the November edition of Computer Review.
2. I am currently working as a Supervisor at MM Computing Network.
3. I have three years of experience in the field of network supervision.
4. Prior to my current post, I worked as an Analyst Programmer for Microcomputer plc.
5. Please, let me know if there is any further information you require.
6. I look forward to hearing from you.

Complete **the cover letter** with an appropriate preposition (1).

1. I am writing **to** you with regard **to** the voluntary work placement.
2. Undertaking a degree **in** veterinary science confirms my interest **for** and commitment **to** the field.
3. Working **at** your animal sanctuary will provide an invaluable insight **into** working with animals.

Complete **the cover letter** with an appropriate preposition (2).

1. I am planning on doing a degree in veterinary science at university.
2. As you will see in my CV, I have always shown an interest for working with animals.
3. In this position I was responsible for taking care of the dogs' daily needs.

## II Fill in the blanks with words that describe different types of people.

*High flier, perfectionist, problem solver, star performer, team player, trouble maker, workaholic*

1. *He finds it difficult to stop thinking about work and he's often in the office at weekends. \_\_\_\_\_ **workaholic***
2. *I'm sure he'll move to a higher position soon because he's very ambitious. \_\_\_\_\_ **high flier***
3. *She's never satisfied until a piece of work is as good as she can make it. \_\_\_\_\_ **perfectionist***
4. *She's very good at working with people and reducing conflict between them. \_\_\_\_\_ **team player***
5. *She tends to start rumors and she's annoyed several team members. \_\_\_\_\_ **trouble maker***
6. *He's very good at creative thinking and finding ways out of difficulties. \_\_\_\_\_ **problem solver***
7. *He's definitely the best executive we've ever had and our market share has really improved under him. \_\_\_\_\_ **star performer***

Complete the sentences with the correct form of the word in brackets.

ADVERTISEMENTS

1. There are several \_\_\_\_\_ online for a variety of work placements. (advertise)

2. She's always known that she wants to work as a \_\_\_\_\_ after university. (science)

UNCONDITIONAL

3. He has an \_\_\_\_\_ offer from medical school, which means he's definitely got a place, whatever his exam results. (condition)

4. Learning music is interesting, but it's \_\_\_\_\_ to what I want to do at university. (relevant)

RESPONSIBILITY

5. At the animal sanctuary I had sole \_\_\_\_\_ for looking after the birds. (responsible)

6. She REGULARLY spends time helping out on her uncle's farm. (regular)
7. My time helping out at the animal sanctuary REINFORCED my decision to become a vet. (reinforcement)
8. Hands-on experience provides an INVALUABLE insight into any profession. (value)
9. It was a unique opportunity to acquire new skills and EXPERTISE. (expert)
10. My previous employers would be willing to provide REFERENCES to support my application. (refer)