Writing a Cover Letter on Google Docs

Tech Goes Home Webinar by Victoria Patlajan

Welcome! You are muted. If you need subtitles please use the link in the chat. We will get started in just a moment!
Agenda

- How to Use Zoom
- Icebreaker
- Why Use a Cover Letter?
- Cover Letter Dos and Don’ts
- The Structure of a Cover Letter
- Tips to Making Writing Stronger (Strong Verbs and Transition Words)
- Hard Skills Vs. Soft Skills Brainstorm
- Mistake Cover Letters
- Best Practices--Writing a Cover Letter on Google Docs
- Closing and Questions
Zoom Controls

- Gallery View at top right will let you see others

- You’ll be muted, but please unmute yourself to ask a question.

- You can also use the chat to ask questions. My assistant will keep an eye on it.

- Check the chat for information about subtitles and dialing in by phone.
Icebreaker!

Write in the chat anything you know about cover letters

It’s okay if you have never written a cover letter before--that’s why I am here!
Why Use a Cover Letter?

- Chance to introduce why you specifically want a job at a company.
- Stand out from the crowd of applicants
- On a CareerBuilder study, 56% of recruiters said they would only hire someone if they had a cover letter attached.*

**Data found:**
Cover Letter: DOs!

- **DO** ALWAYS write a cover letter.
- **DO** highlight specific accomplishments related to the job you are applying for.
- **DO** address the cover letter to a named individual when possible OR write *To whom this may concern*
- **DO** tell your employer how you can meet their needs and contribute to their company.
- **DO** avoid negativity.
- **DO** eliminate all unnecessary words.
- **DO** proofread for mistakes.
Cover Letter: DON’Ts

- DON’T write more than 1 page.
- DON’T simply rehash your resume.
- DON’T ever send a generic cover letter that is not tailored to the specific employer
- DON’T leave errors!
POP Quiz!

True or False:

A cover letter should be no more than 1 page.

You can use the same cover letter for every job you apply for.

Even if a job doesn’t require it, you should still send a cover letter.
Okay...enough about that. What does a good cover letter look like?
Tip #1 for a Cover Letter: Action/Strong Verbs

- Use action verbs to make your writing more concise.
- Instead of writing: “I was in charge of a team of 10 employees”, write “I managed a team of 10 employees.”

More examples?

https://careernetwork.msu.edu/resources-tools/resumes/action-verbs.html
Tip #2 for a Cover Letter: Use Transition Words/Phrases!

Transition words help the reader (your future employer!) easily progress from one idea from another.

Transition words you may include are:

- Furthermore
- Moreover
- Additionally
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<th><strong>Amplification</strong></th>
<th><strong>Time</strong></th>
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<td>Fortunately</td>
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<td>Interestingly</td>
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<td>Significantly</td>
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<td>Surprisingly</td>
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<th><strong>Emphasis</strong></th>
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<td>Finally</td>
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<td>In sum</td>
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<td>In contrast</td>
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<td>On the whole</td>
<td>Clearly</td>
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<td></td>
<td>Indeed</td>
<td>On the contrary</td>
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<td></td>
<td>In fact</td>
<td>On the other hand</td>
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<td></td>
<td>In short</td>
<td>Still</td>
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<td></td>
<td>Obviously</td>
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<td>Of course</td>
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<td>For example</td>
<td>In essence</td>
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<td>Consequently</td>
<td>For instance</td>
<td>In particular</td>
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<td>For this reason</td>
<td>To illustrate</td>
<td>In relation to</td>
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<tr>
<td>Hence</td>
<td></td>
<td>Impressively</td>
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<td>Therefore</td>
<td></td>
<td>Namely</td>
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<tr>
<td>Thus</td>
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<td>Specifically</td>
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<td></td>
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<td>To enumerate</td>
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**Credit:**
https://www.e-education.psu.edu/writingrecommendationlettersonline/node/150
Tip #3 for a Cover Letter: Use Hard and Soft Skills

Hard Skills:
❖ Tangible, Objective
➢ I earned my ServSafe certificate.
➢ I managed a team of 10 people.

Soft Skills:**
❖ Subjective, Traits, Hard to Prove
➢ Great Customer Service Skills
➢ Reliable
❖ Always give evidence to back up soft skills.

Credit:
https://business.linkedin.com/talent-solutions/blog/recruiting-strategy/2019/soft-skills-are-hard-to-assess-but-these-6-steps-can-help
Brainstorm Time:

Write 2 sentences that describe your hard skills and 1 sentence that describes a soft skill. However, make sure to use evidence to prove your soft skill!

Example:

Hard Skill:

- I trained 32 employees on difficult conversation best practices.
- I earned my Microsoft Certified Educator certificate.

Soft Skill:

- I developed my excellent communication skills by facilitating weekly staff meetings to ensure understanding of new protocols and product development.
Mistake Cover Letter

Oops! Everyone makes mistakes. Let's take a look and see if we can find some of these common mistakes!
Best Practices for Cover Letter Writing with Google Docs

Create a folder with Google Docs to keep track of all your cover letters that you have written.
Best Practices for Cover Letter Writing, Continued

★ Name your Cover Letter (FirstInitialLastName Company Name Cover Letter) Example: VPatlajan Project Place Cover Letter
Best Practices for Cover Letter Writing, Continued

★ Writing cover letters for similar companies/positions? Work Smarter NOT harder. Make a copy and swap out Company names. **Make sure to proofread**
Best Practices for Cover Letter Writing, Continued

★ Ready to send? Save it as a pdf
Need More Assistance? Use this template and outline to get your started!

Cover Letter Example with Comments

Cover Letter Outline
Questions

I will be staying for Q&A! If you don’t have any questions, feel free to sign off at this time.

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