

**Career Services  
Center**  
Where Today's  
Braves Look to  
the Future

**Inside this issue:**

6 Cover Letter Secrets	1
The Career Center...What's That?	1
Writing a Cover Letter	2
In Every Issue: Career Bloopers, Job Search Tips, Little Known Facts, & Up- coming Events	3

**Career Center Info:**

Location

University Center, Suite 210, 521  
-6270, cs@uncp.edu,  
www.uncp.edu/cs

Hours M-F, 8:00 am - 5:00 pm

Appointments may be made for  
Career Consulting, DISCOVER,  
Resume Critiques, Mock Inter-  
views, etc.

Staff

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Student Services Assistant

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Graduate Assistant

# Brave Opportunities

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## 6 Cover Letter Secrets

**M**ore of you write with questions about cover letters than any other topic.

So, I'd like to give you an excerpt from the book I wrote on the subject, "Résumé and Cover Letter Secrets Revealed."

In a nutshell, your cover letter should say, "I'm the right person for the job. I have unique skills and experience that will help your company right away. I hope you're as excited about this as I am."

The accompanying résumé should then prove your case. Put another way, the cover letter is the advertisement for your résumé. And it should be strong enough to make employers want to call you right after reading it, even if they lose your résumé ... because they

might!

To get your résumé read, and to get that job interview, your cover letter must do the following six things ...

**1. Focus on the needs of employers and how you would solve their problems.**

Employers have problems. That's why they're hiring! Your cover letter should say (although not in so many words): "I'm the answer to your problems."

**2. Display your knowledge of the company.**

With the glut of information available on the Internet and most public libraries, you should be able to drop one or two facts/names into your cover letter to show you've done your homework on the company and its products, needs, challenges, etc.

If you offer well-researched suggestions that will work right

away for a company, they WILL call you.

**3. Briefly state your best qualifications AND achievements.**

Don't spend a lot of time rehashing your résumé. But do include enough specific tidbits to generate interest in the mind of the reader. Three or four bullet points are all you need. Don't say, "Increased efficiency and saved money." Instead, say: "Saved \$23,569 in 30 days by increasing efficiency 21% over prior totals." See the difference?

**4. Show your enthusiasm about the job.**

Avoid sounding like 90% of applicants, who say (not in so many words): "Give me a job where I can advance and make more money." Instead, convey this message: "I'm excited

*(Continued on page 2)*

## The Career Center.... What's That?

**D**o you know what, where or what happens at the Career Center? Do you know where recruiters who come to UNCP looking for new employees go? Do you know who to talk to if you're feeling clueless about what to do with your life? Let's clear all that up. The UNCP Career Services Center is located in the University Center, upstairs in room 210. We're

open from 8-5 Monday thru Friday and always have someone in the office who can talk with you about any of your career planning questions or dilemmas.

Many students ask if we find jobs for them. Not exactly. What we do is help equip students with the skills to be able to find jobs themselves. Here are some of the ways that we do that:

- Helping you choose a major or future career
- Job search workshops
- Graduate School workshops
- Resume critiques
- Mock interviews
- Career, Internship, & Volunteer opportunity fairs

*(Continued on page 2)*

## But What Does a Cover Letter Actually *Look Like?*

Your Street Address  
 City, State, Zip Code  
 Your area code and phone number  
 Date

Name  
 Title  
 Organization  
 Street Address  
 City, State, Zip Code

Dear Mr./Ms. Xxxxx:

**PARAGRAPH 1:** The opening paragraph should state why you are writing to this person and/or organization. **Networking for information:** How did you find this person’s name and why are you contacting him or her (i.e. interest in the organization or the geographic location)? Tell the person some pertinent information about yourself. If someone referred you to the employer such as a career consultant, a former employer, or an aunt, this is also the best place to mention that person’s name and to point out that he or she suggested that you write. Mention why you are interested in the position, the organization, or this industry. **Inquiring for potential open positions:** Same as networking but refer to specific job functions, if not titles. **Application:** Name the position for which you are applying and tell the employer how you became aware of it. Offer at least one sincere compliment (from your previous research) about what the organization is doing well.

**PARAGRAPH 2: Networking:** Provide evidence of your career-mindedness. State what previous research you have done and how you would like this person to help you. **Inquiry/Application:** Indicate what you can do for the employer; **BRAG tactfully.** If you are a recent graduate, explain how your academic background and other experiences make you a qualified candidate for the position. If you have qualifications that are not noted on your resume, this is your opportunity to discuss them. Point out the reasons that you are a good candidate for this position.

**PARAGRAPH 3:** Refer the reader to the enclosed resume or application, which summarizes your qualifications, training, and experience. You may also make the employer aware that your references and portfolio/writing samples are available upon request. State what you will do next (such as calling to see if an interview can be arranged at the employer’s convenience) or what you would like the recipient of the letter to do next. An assertive statement explaining what you plan to do and what you hope the employer will do is harder to ignore than a vague request for consideration.

Sincerely,  
 (written signature)  
 Your Name Typed

Enclosures (This indicates that your resume or additional material is enclosed.)

*(Cover Letter, continued from page 1)*  
 about the possibility of bringing my skills to work for you.”  
 5. State that you will follow up to schedule an interview.  
 If you politely inform the reader that you’ll be calling within a few days to answer any questions and schedule an in-person interview, you set yourself apart from the crowd with your determination and confidence.  
 6. Keep your letter short and focused. Most letters ramble on in excruciating detail for one or even two full pages. Show respect for the limited time your reader has and limit yourself to four, five or six paragraphs at most.

*Article by Kevin Donlin of Guaranteed Résumés, a Minneapolis-based résumé service. Since 1995, Guaranteed Résumés has provided résumés, Internet résumés, cover letters and job searches for clients in 44 states and 23 countries. For more information, point your browser to <http://www.gresumes.com>.*

*(Networking Tips continued from page 1)*

- Business Etiquette Dinners
- On-campus recruiters
- Brave Opportunities—a job search engine that can be accessed from our webpage: [www.uncp.edu/cs](http://www.uncp.edu/cs)
- Cover letter critiques
- Interest inventories (to help identify majors/careers that could interest you)
- Helping you discover opportunities in your major
- Providing information about particular careers
- Developing job contacts

While this list should give you a good idea of what type of things our center can

offer, this list is not comprehensive. Visit our webpage: [www.uncp.edu/cs](http://www.uncp.edu/cs) for a full list of information, services, events, workshops, and fairs that we have available for you.

Remember that the Career Center is not just for seniors or those preparing for graduation, it is for *all* students. The sooner you start letting us help you, the easier you’ll be able to transition from college into the “real world”. We’re here for you!

*Brooke Caylor*

**Business Etiquette  
 Dinner**

**Wednesday, November 1  
 5:00pm, UC Lounge**

# Brave Ideas

## "I Can't believe you did that!" and Other Career Mishaps

One new employee showed up for work on her first day with a lengthy novel in hand. When questioned about it, she replied "Oh, I heard that this job is pretty easy and has a lot of

### UPCOMING EVENTS

Spring Career Fair:  
February 21, 2007

Spring Teacher Ed Fair:  
March 21, 2007

Business Etiquette Dinner:  
April 11, 2007

\*\* All events to be held in the  
UC Lounge

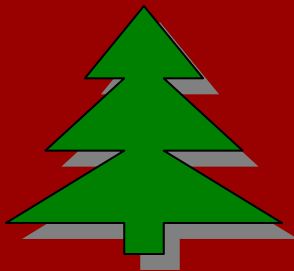
### This Month's Job Search Tip

If you are thinking about graduate school but don't know where to start your search, come by our office (UC Room 210) and pick up a Graduate School Guidebook. It lists grad schools across the country, tuition costs, programs,



### Little Known Facts

Thank you notes are a very important part of the interviewing process. Within 24 hours of your interview, be sure to send a note thanking the interviewer for his/her time. You can also use this as one last chance to highlight your skills and reaffirm your interest in the company. For an example of a professional thank you note, look on p. 23 of the Career Planning



*Happy  
Holidays!*

