



## **HEART TO HEART COVER LETTER**

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**People rush to buy their loved ones some tangible expression of their affection at this time of year. A Valentine's Day card, flowers, or chocolate are popular gifts of the heart.**

What does this have to do with job-search cover letters? Actually, a lot. You're not going to send a card or flowers to a hiring manager. But you can put a little 'heart' into your next cover letter--a bit of passion for the job you hope to win.

Show your emotional as well as your professional self so you will come across as a human being who cares about others, wants to be a team

player, and is excited about helping company employees meet the goals of the organization.

## **Heartless!**

All day long, hiring managers open cover letters—without heart. They glance, toss, and shred. There is nothing new or compelling to read. A pre-programmed robot could do as well or better. Many job seekers forget who they are the moment they begin writing.

They choose stiff language, create long-winded and convoluted sentences that require the reader to have a dictionary on hand.

Stay clear of such a practice by putting a little heart into your cover letter. Here are a few tips for doing just that.

## **Heart to Heart...**

1. Greet the hiring manager by name. Avoid the sterile and impersonal 'to whom it may concern.' If you don't have a name, call the company and find out. Yes, this is an extra step but it's one that counts.

2. State your purpose for the cover letter. Let the employer know that you're aware of the opening (insert the job title or department) and you're excited about the opportunity to compete for it. State your qualifications and give an example of how your performance can benefit the workplace.

3. List your skills and abilities related to the job. Busy people retain what they read more easily if main points are presented with bullets.

- Pulled a team together to...
- Organized a training day to boost morale...
- Created a sales slogan, printed it on shirts, and boosted sales quota...

4. Refer the reader to your resume. That document will provide details about your previous employment, awards, and experiences that benefitted the company.

5. Ask for an interview. Be bold, but polite, and provide your contact information.

## **Conclude With a Sweet Touch**

A cover letter that is friendly, informative, and sincere will go a long way with any hiring manager.

Decision-makers are looking for people with warmth, common sense, a sound work ethic, customer care, employee sensitivity, respect for management and the ability to do the job well.

Tell the truth and ask for what you want—but do so with heart!

And be sure to give your cover letter a sweet touch at the end—a hearty 'thank you' for reading and considering you for the job.

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