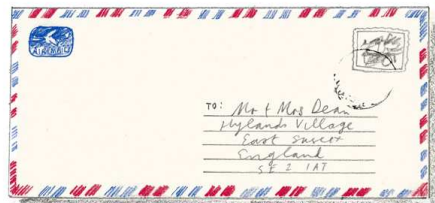


# The perfect cover letter

Mistakes you should not make.

## Valuable Tips

1. Never handwrite a cover letter or resume under any circumstances.
2. ALWAYS create your cover letter and resume in MS WORD.
3. Cover letter and resume must be in one document when emailed. Your combined document of cover letter and resume should be filed as: your first and last name.
4. If you send the cover letter and resume by email, use the cover letter text as part of your email.
5. General letters are worthless. Target each letter and resume to the particular employer's needs.
6. Long letters are losers. A one page cover letter is strongly recommended.
7. Do not use wild-coloured papers and designs. And no photo please.
8. Employers want you to offer reasons, skills and explanations of how you can do the job. Must be summarized in the cover letter.
9. Do not expect the employer to figure out where they can use you. You must specify one or two jobs you feel you can do.
10. Keep the font clean, Arial is always a good choice, at point size 12 or 13. Use 14 point if by fax.
11. Applicants who do not address the qualifications requested in the ad make a huge mistake. Identify key words and use them in your cover letter.
12. Dear who? Try to obtain the person's name. Get spelling and gender right. If not possible use company name or title, e.g. "Dear Siam City Cement" or "Dear HR Manager".
13. Do not start your letter with "I am applying for the job I saw in today's newspaper".
14. Do not spend time to tell the company how great they are. Forget the superlatives and focus on what you can do.
15. Good luck!



## Cover letter example

Names, numbers and other details are pure fictional and only intended to serve as examples of how to write the perfect cover letter.

Dear Khun Sumate,

Ten years of experience in collections, credit and accounting, with more than six years at a managerial level, plus proven expertise in collecting funds while building and maintaining positive relationships with customers and staff, are just part of the knowledge I would bring to your position of Credit and Collections Manager.

Highlights of my experience include:

- Establishment of policies and procedures to improve and maintain a consistent cash flow that ensures the company's stability and profitability.
- Experience with area collection agencies, attorneys, small claims courts and providers for credit reports.
- Supervisory experience that includes: screening resumes, interviewing, training, utilizing employee strengths and encouraging their progress.
- Continually increasing my knowledge and education to keep abreast of the latest trends in the ever changing world of credit and business.

My excellent communication skills have added to my success in dealing effectively with a multi-national environment. I enjoy challenges and using my analytical and organizational skills to assist my employer in its expansion.

I would like to discuss in greater details the valuable contributions I would make to your company. I can be reached on 02-123 4567.

Your time and consideration are appreciated.

Sincerely,