

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!

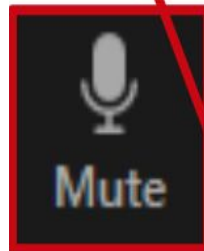
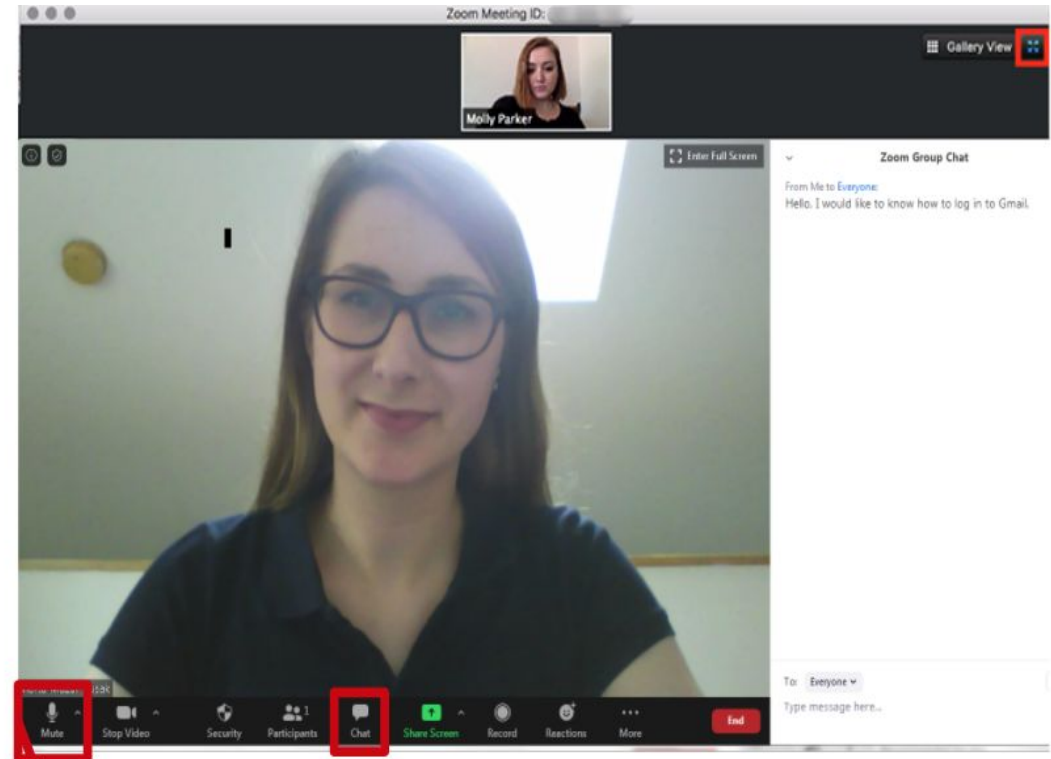
Agenda



- ❑ 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:

<https://press.careerbuilder.com/?ed=12%2F31%2F2015&id=pr909&sd=8%2F13%2F2015>



Cover Letter: DOs!

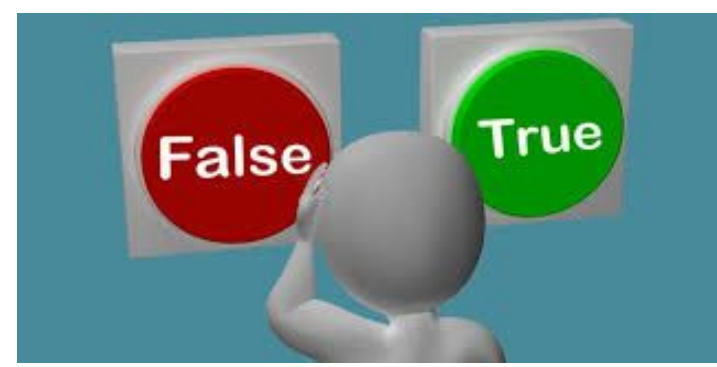
- ❑ **DO** ALWAYS write a cover letter.
- ❑ **DO** highlight specific accomplishments related to the job you are applying for.
- ❑ **DO** address the cover letter to a named individual when possible OR write *To whom this may concern*
- ❑ **DO** tell your employer how you can meet their needs and contribute 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?

[M Applicant Planet Fitness Cover Letter](#)

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

Common Transition Words and Their Functions

Interpretation	Amplification	Time
<p>Fortunately</p> <p>Interestingly</p> <p>Significantly</p> <p>Surprisingly</p>	<p>Again</p> <p>Also</p> <p>Equally important</p> <p>First, Second, etc.</p> <p>Further</p> <p>In addition</p> <p>Moreover</p>	<p>Afterward</p> <p>Earlier</p> <p>Next</p> <p>simultaneously</p> <p>Soon</p>
<p>Closure</p> <p>Finally</p> <p>In sum</p> <p>On the whole</p>	<p>Emphasis</p> <p>Above all</p> <p>Certainly</p> <p>Clearly</p> <p>Indeed</p> <p>In fact</p> <p>In short</p> <p>Obviously</p> <p>Of course</p>	<p>Contrast</p> <p>However</p> <p>In contrast</p> <p>Nevertheless</p> <p>On the contrary</p> <p>On the other hand</p> <p>Still</p>
<p>Causality</p> <p>Accordingly</p> <p>Consequently</p> <p>For this reason</p> <p>Hence</p> <p>Therefore</p> <p>Thus</p>	<p>Example</p> <p>For example</p> <p>For instance</p> <p>To illustrate</p>	<p>Detail</p> <p>In essence</p> <p>In particular</p> <p>In relation to</p> <p>Impressively</p> <p>Namely</p> <p>Specifically</p> <p>To enumerate</p>
<p>Similarity</p> <p>Likewise</p> <p>Similarly</p>		

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.

We all
make
~~s~~
mistakes!

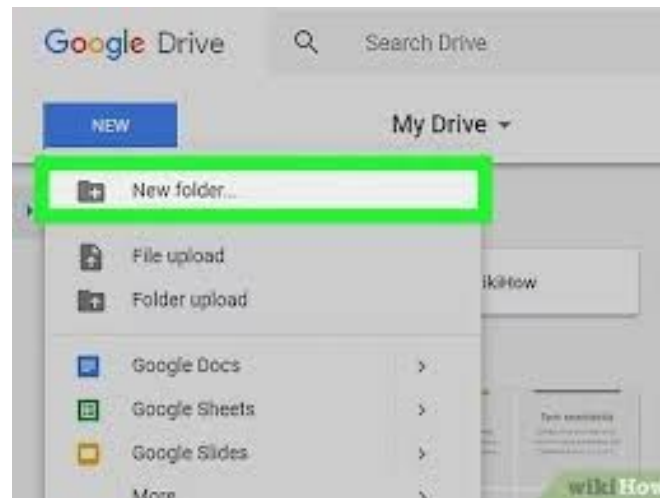
Mistake Cover Letter

Oops! Everyone makes mistakes. Let's take a look and see if we can find some of these common mistakes!

Mistake Cover Letter

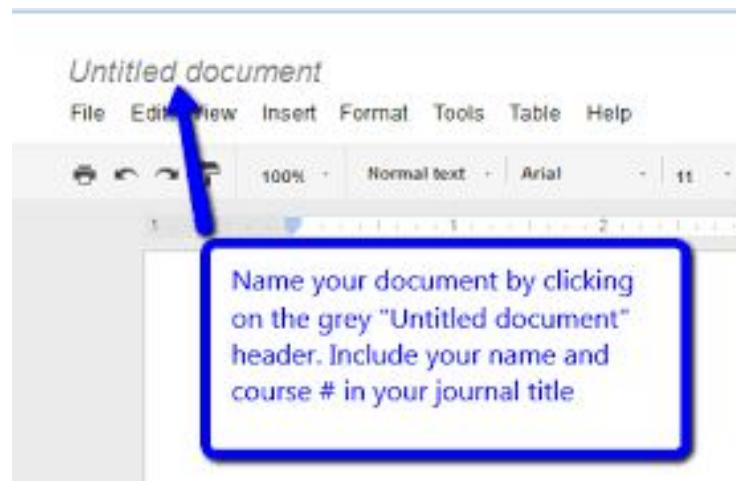
Best Practices for Cover Letter Writing with Google Docs

- ★ Create a folder with Google Docs to keep track of all your cover letters that you have written.



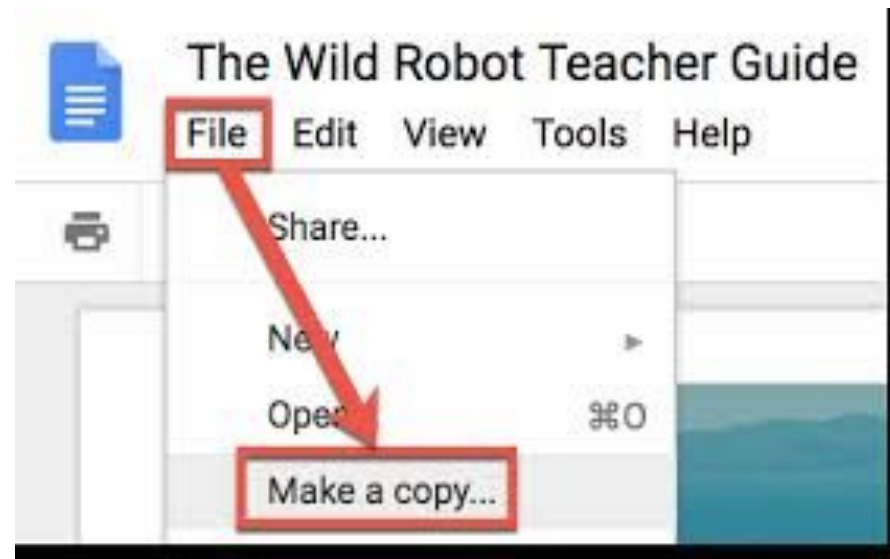
Best Practices for Cover Letter Writing, Continued

- ★ Name your Cover Letter (FirstInitialLastName Company Name Cover Letter) Example: VPatlajan Project Place Cover Letter



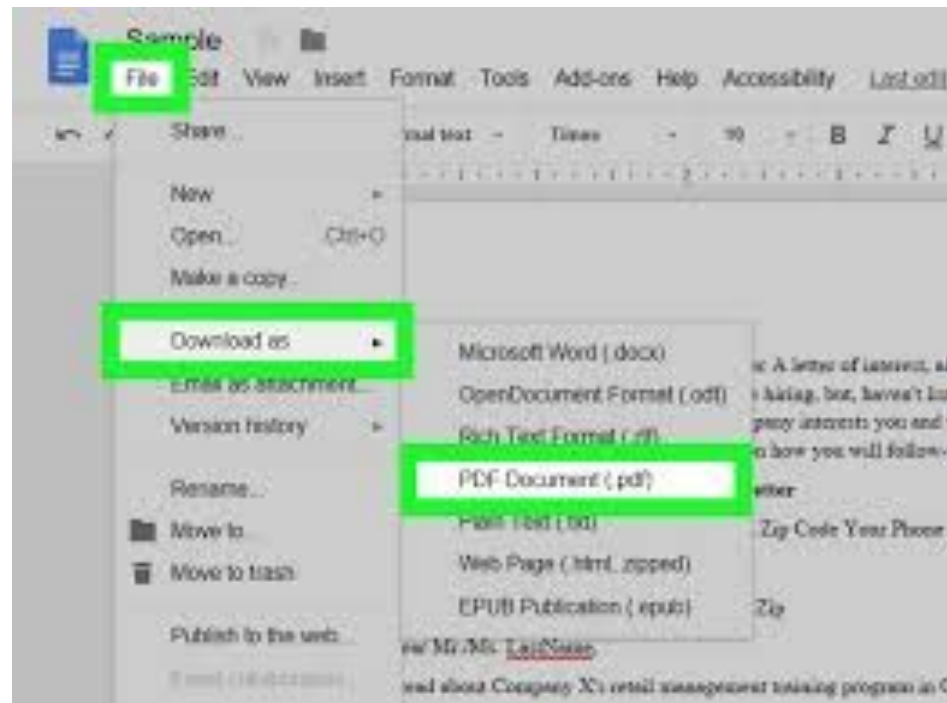
Best Practices for Cover Letter Writing, Continued

- ★ 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.

Visit <https://www.techgoeshome.org/>



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