

# COMMUNICATIONS

## *Quick Reference Chart For Email and Letter*

Letter Type	Content	Notes
<p><b>Cover Letter: Job Application</b></p> <p><i>The purpose of a cover letter is to help generate an interview. It is typically written to respond to a published opening or to prospect for jobs with companies you target for employment.</i></p> <p><i>The cover letter accompanies your resume.</i></p>	<ul style="list-style-type: none"> <li>• Get the reader’s interest with your introduction. Tell how you are unique for this position and what value you bring.</li> <li>• Match your qualifications with the position requirements.</li> <li>• Include relevant, specific quantified achievements</li> <li>• Use action verbs and keywords.</li> <li>• Respond to both the stated and implied requirements in the posting.</li> </ul>	<ul style="list-style-type: none"> <li>• Use a cover letter if you have updated your resume. Send a new version, reiterate your skills and ask recipient to replace your former resume.</li> </ul>
<p><b>Cover Letter: Search Firm/ Recruiter</b></p> <p><i>Letters to search firms, consultancies or employment agencies that serve the type of job you are seeking.</i></p>	<ul style="list-style-type: none"> <li>• Why you are writing.</li> <li>• Titles of jobs you are seeking</li> <li>• Your geographic preferences.</li> <li>• Companies /industries you are interested in.</li> <li>• Your salary history and requirements. Industries of interest.</li> <li>• Relevant highlights of your enclosed/attached resume.</li> <li>• Availability for interviews/start working</li> </ul>	<ul style="list-style-type: none"> <li>• You may not receive an acknowledgement of your letter. You may want to follow-up after several days.</li> </ul>

Letter Type	Content	Notes
<p><b>Cover Letter</b>  <b>Network Referral Letters</b></p> <p><i>Purpose: Build your network and gain information.</i></p>	<ul style="list-style-type: none"> <li>• Introduce yourself as referred by the name of the person who referred you to the recipient.</li> <li>• State your purpose: to introduce yourself and gain information (not ask for a job).</li> </ul>	<ul style="list-style-type: none"> <li>• Use this letter to develop networking contacts, request information and/or a meeting.</li> <li>• Helpful when recipient has been unavailable by phone.</li> </ul>
<p><b>Reference Letters: To the Reference</b></p> <p><i>Four "Golden rules" of references</i></p> <ul style="list-style-type: none"> <li>• <i>Ask them</i></li> <li>• <i>Prepare them</i></li> <li>• <i>Alert them</i></li> <li>• <i>Thank them</i></li> </ul>	<p><b>To Inform a reference of your need:</b></p> <ul style="list-style-type: none"> <li>• Thank the person for agreeing to be a reference.</li> <li>• Summarize what you are seeking and your relevant skills and achievements.</li> <li>• Mention what you would like the reference to emphasize.</li> <li>• What might be perceived as a weakness, and how would you like the reference to address that?</li> <li>• Include your resume and business card.</li> </ul>	<ul style="list-style-type: none"> <li>• Always send a copy of the job description to your reference.</li> </ul>
<p><b>Reference Letters: Requesting a reference letter:</b></p>	<ul style="list-style-type: none"> <li>• Summarize what you are seeking and your relevant skills and achievements.</li> <li>• Specify to whom you want the letter addressed.</li> <li>• Request a hard copy on letterhead.</li> <li>• Include your resume and business card.</li> </ul>	

Letter Type	Content	Notes
<p><b>Thank You Letters</b> <i>After an Interview</i></p> <p><i>Send a personal, individualized note to thank each decision maker with whom you interviewed.</i></p>	<ul style="list-style-type: none"> <li>• Use the person’s name, title and correct address.</li> <li>• Include the position title and the date of your meeting.</li> <li>• Show your interest and enthusiasm.</li> <li>• Provide any additional information</li> <li>• Clarify an open or misunderstood issue.</li> <li>• Let them know you want the job!</li> </ul>	<ul style="list-style-type: none"> <li>• Mention names of others.</li> <li>• Recipients will include thank you notes in your file.</li> <li>• Write a follow-up date on your calendar.</li> <li>• Let your networking contact who recommended this job know of your progress.</li> </ul>
<p><b>Thank You Letters</b> <i>When you are not selected for a position</i></p>	<ul style="list-style-type: none"> <li>• Include the position title.</li> <li>• Express your appreciation for being considered for the job and being a final candidate.</li> <li>• Show your good attitude.</li> <li>• Show your enthusiasm about employment with the company.</li> <li>• Ask for suggestions or feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Sending this letter shows your professionalism, dignity and continued interest in a particular job/company. It also keeps your name in front of the decision-makers.</li> </ul>
<p><b>Thank You Letters</b> <i>To appropriate people at your new company</i></p>	<ul style="list-style-type: none"> <li>• Thank people for their assistance.</li> <li>• Express your enthusiasm to be part of new team.</li> <li>• Express appreciation for encouragement.</li> </ul>	<ul style="list-style-type: none"> <li>• This letter is not often written but can get you started on the right foot.</li> </ul>

Letter Type	Content	Notes
<p><b>Thank You Letters</b> <i>After an Interview</i></p> <p><i>Send a personal, individualized note to thank each decision maker with whom you interviewed.</i></p>	<ul style="list-style-type: none"> <li>• Use the person’s name, title and correct address.</li> <li>• Include the position title and the date of your meeting.</li> <li>• Show your interest and enthusiasm.</li> <li>• Provide any additional information</li> <li>• Clarify an open or misunderstood issue.</li> <li>• Let them know you want the job!</li> </ul>	<ul style="list-style-type: none"> <li>• Mention names of others.</li> <li>• Recipients will include thank you notes in your file.</li> <li>• Write a follow-up date on your calendar.</li> <li>• Let your networking contact who recommended this job know of your progress.</li> </ul>
<p><b>Thank You Letters</b> <i>When you are not selected for a position</i></p>	<ul style="list-style-type: none"> <li>• Include the position title.</li> <li>• Express your appreciation for being considered for the job and being a final candidate.</li> <li>• Show your good attitude.</li> <li>• Show your enthusiasm about employment with the company.</li> <li>• Ask for suggestions or feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Sending this letter shows your professionalism, dignity and continued interest in a particular job/company. It also keeps your name in front of the decision-makers.</li> </ul>
<p><b>Thank You Letters</b> <i>To appropriate people at your new company</i></p>	<ul style="list-style-type: none"> <li>• Thank people for their assistance.</li> <li>• Express your enthusiasm to be part of new team.</li> <li>• Express appreciation for encouragement.</li> </ul>	<ul style="list-style-type: none"> <li>• This letter is not often written but can get you started on the right foot.</li> </ul>

Letter Type	Content	Notes
<p><b>Thank you Letter</b> <i>When you are selected and decline the offer.</i></p>	<ul style="list-style-type: none"> <li>• Indicate you are declining the position offered. Include title.</li> <li>• Thank the person extending the offer and acknowledge others involved in the process.]</li> <li>• Emphasize the decision was difficult.</li> <li>• If appropriate, share the offer you have accepted, indicating hour new title and the company, and the reason for accepting, especially if it is affording opportunities greater than the offer you are declining.</li> <li>• Express desire to stay in contact.</li> </ul>	<p>This is a strategic letter that needs to be crated carefully. Express appreciation and acknowledge the time and efforts spent to recruit you.</p> <p>You want to be careful not to burn bridges and to leave the door open for continuous networking.</p>
<p><b>Job Acceptance Letter</b></p>	<ul style="list-style-type: none"> <li>• Mention your new position title.</li> <li>• Show your enthusiasm.</li> <li>• Express your appreciation for the opportunity.</li> <li>• Restate the start date, time and place.</li> <li>• Attach any company papers if required.</li> </ul>	<p>Makes your acceptance official and shows your follow-through and professionalism.</p>
<p><b>Announcement Letters</b> <i>Use to notify refernces and other network contact of your new job.</i></p>	<ul style="list-style-type: none"> <li>• Indicate your acceptance of the job, title and company.</li> <li>• Express enthusiasm.</li> <li>• Thank people for their support during your job search.</li> <li>• Offer future assistance.</li> </ul>	<p>Supports your network and the connections made in your job search.</p>