

INTERNSHIP COVER LETTER WORKSHOP



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Before we begin...

- Welcome! We're happy you're here :)
- Ensure you can see the screen and hear the speaker.
- Use the “thumbs up” if the information is clear.
- If you haven't already noticed, we've muted your mic. We invite you to put your questions and comments into the chat box.
- Out of respect for everyone, please do not record any part of this session.
- The slides will be sent to you by email.



Learning Outcomes

By attending this course, you will be able to:

- 1) Understand expectations around the format and purpose of cover letters
- 2) Identify strategies for customizing internship applications
- 3) Articulate skills and accomplishments within the cover letter



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Cover Letters

Why?

- Market yourself (why should they hire you?)
- Focus your application
- Highlight/demonstrate your relevant skills (soft & hard)
- Indicate your knowledge of the company (why do you want to work there?)

When?

- Anytime you apply for a position
- Omit only if the contact person says it's not necessary
- If you are applying through Quick Apply (Linkedin)



Types of Cover Letters

1. Invited
2. Uninvited
3. Referral

* The main distinction between them is your opening paragraph.



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Cover Letters – Quick Tips



- Be concise – 1 page max
- Use your skills and experience to demonstrate you are a good fit for the position/company
- You can't talk about everything – synthesize the most important information
- **TAILOR your letter to each employer/position**
- Do your research beforehand
- Proofread your letter carefully!
- Don't be afraid to be keen / confident



Layout

Letterhead / Date / Organization's contact info / Subject: or Re: line / Dear or To ----

Introductory paragraph:

- CONTEXT – who are you and why are you writing?
- MOTIVATION – why do you want to work there?
- THESIS – why are you a good fit (be specific!!)

Body paragraph(s):

- Back up your assertions with details and examples; your qualifications
- Make the link between your background/skills/experience and the job; knowledge of the organization

Concluding paragraph:

- Reiterate your enthusiasm
- Say thank you and mention follow-up plans



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What to Highlight

- Qualities you possess which illustrates your capabilities for doing the internship.
- The benefits for both you and the organization.
- Point out your skills and experiences from your:
 - Education
 - Work
 - Volunteering
 - Extra-curricular
 - Recreation / Sports
 - Music / Art
 - Travel Experience
 - Social Activities
 - Etc...



Cover Letter Sample

Find at least 3 areas to improve



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James Muirfield
101 Queen Street
Centreville, Ontario
A2A 3B3
(905) 555-6000

June 27, 2020

Mr. Amol Sandhu
Manager
Human Resources
OmniTech Services Inc.
555 Valley Drive
Centreville, Ontario
B3C 4D5

Dear Mr. Sandhu,

I would like to apply for the position of Electronics Technician (Job # 555) you have advertised.

I have been repairing and servicing electronics equipment for the past 22 years. I have experience with the C460 series printers, colour printers, inkjet and laser printers, and audio/visual equipment. In addition, I have excellent customer service and troubleshooting skills.

I am available for interviews. Please contact me at the above phone number and I look forward to hearing from you.

Sincerely,

James Muirfield



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Re: Application for Job #555 - Electronics Technician

Dear Mr. Sandhu,

It is with great interest that I respond to your advertisement for an Electronics Technician. Both my experience and skills are a perfect match for the position, and I would appreciate your careful consideration of my credentials as presented below and in my attached resume.

As my resume indicates, I have 22 years of solid experience as a Service and Repair Technician. Over the course of my career, I have consistently proven my ability to provide outstanding customer service and solve the most difficult of technical issues.

I have been recognized by past employers for the following strengths, and it is these same qualities and results that I would bring as a Technician with OmniTech Services:

- Outstanding technical proficiency and expertise
- Proven ability and perseverance to solve the toughest technical issues
- Highest level of customer service and client relations
- Friendly, punctual, and willing to take the extra step to ensure customer satisfaction

I am very excited about this position and would appreciate the opportunity to meet and discuss my qualifications. Thank you for your consideration and I look forward to hearing from you soon.

Sincerely,



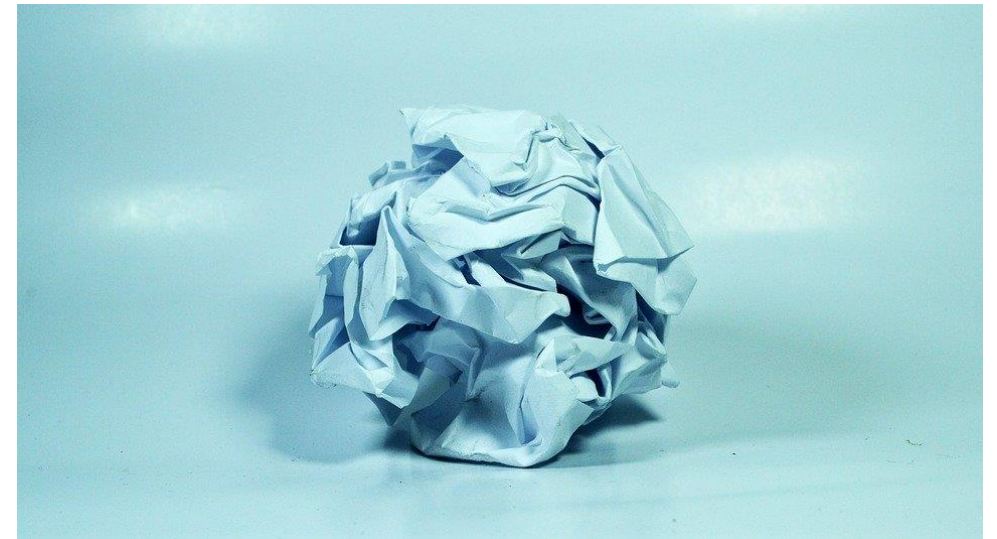
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Cover Letter Faux Pas!

- Generic, informal
- Spelling errors, typos and poor grammar
- Unprofessional email address
- Poor formatting – templates, tables, boxes
- Disorganization, inconsistencies
- Pictures, graphics
- Long, dense paragraphs



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In Closing...

“We wish we could tell you the magic trick to composing the perfect CV and cover letter that captures the attention of every employer and guarantees you the internship you’re dying for. But we can’t because there isn’t such a trick.

Finding a Great Internship – Composing a killer resume.

“Instead of assuming ‘one cover letter style fits all’, believe that your past experiences and next internship (or job) target should determine the type, design and content of each CV and related cover letter you send.”

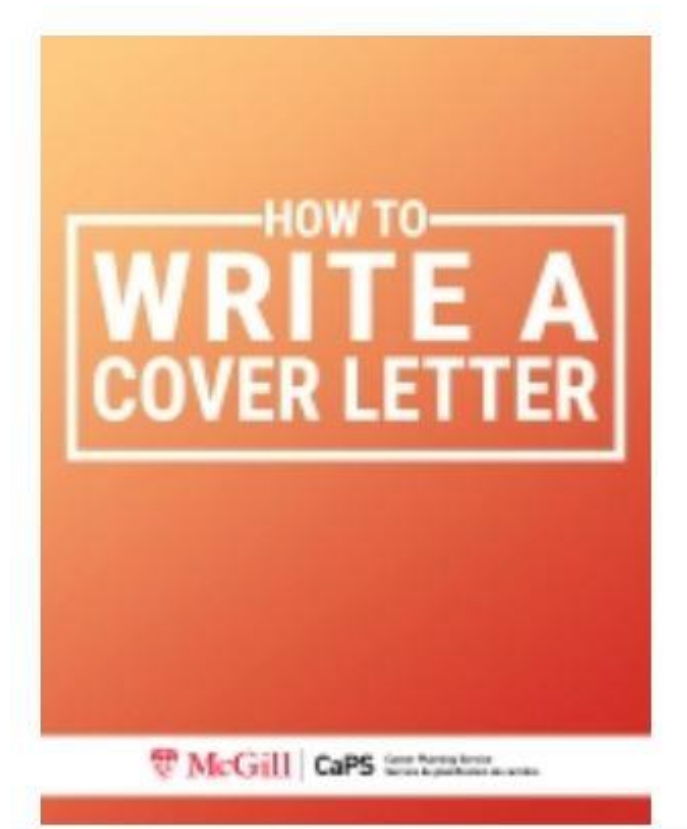


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How to guides: [CaPS Publications](#)



Dear [HIRING MANAGER'S FULL NAME IF YOU HAVE IT],

When I discovered the [POSITION TITLE] internship with [COMPANY] on (INSERT NAME), I was immediately drawn to the opportunity to join an innovative company such as yours. I am excited by the chance to gain [CAREER] experience by [RESPONSIBILITY 1 FROM JOB DESCRIPTION] and [RESPONSIBILITY 2 FROM JOB DESCRIPTION].

As a [YEAR IN SCHOOL] majoring in [MAJOR] at [SCHOOL NAME], I am passionate about [RELEVANT PASSION]. My [QUALIFICATION 1], [QUALIFICATION 2], and [QUALIFICATION 3] make me a well-qualified applicant for this position.

I am excited by the chance to contribute to your team and I am prepared to engage in continuous learning. As described by the internship description, I would enjoy [LIST 2-3 RESPONSIBILITIES] with [COMPANY].

My enclosed resume expands on my coursework and [RELEVANT SKILLS]. As I prepare for an exciting [INDUSTRY] career, I am eager to gain a more detailed understanding of the field by collaborating with an experienced team. Thank you for your time and consideration. I look forward to hearing from you soon. Please feel free to contact me at (insert phone#) if you have any further questions.

Sincerely,

[APPLICANT'S FULL NAME]

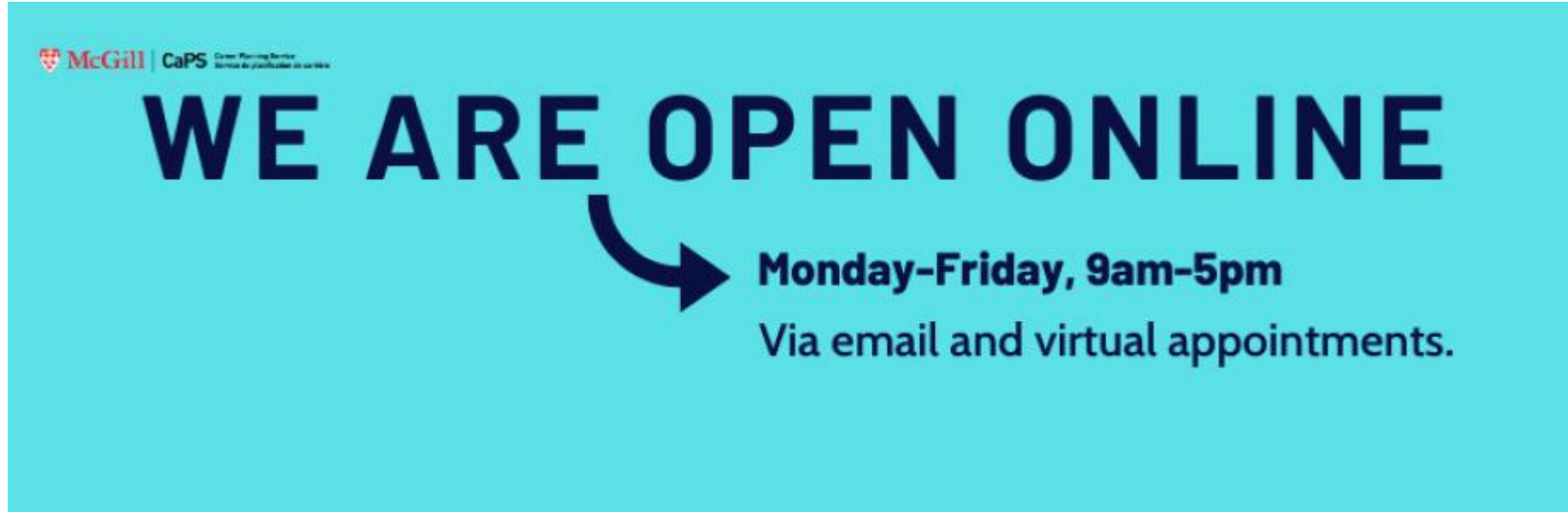


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Connect with CaPS



- Book an appointment on **myFuture**
- Call 514 398 3304
- Email careers.caps@mcgill.ca



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November Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
2 	3 CV and Cover Letter 1pm	4 Industry Insider 1pm	5 Coffee with Career Advisors -CV / CL Theme- 2pm	6
9 Coffee with Career Advisors -Academic CVs- 2pm	10 Networking 1 11am	11 Coffee with Career Advisors -CV / CL Theme- 9:30am Industry Insider 1pm	12 Networking 2 1:30pm	13
16 LinkedIn 1 2pm	17 LinkedIn 2 11am	18 Industry Insider 1pm	19 Time Management 1:30pm	20 Interviewing 1:30pm
23	24 Coffee with Career Advisors 10am	25 Industry Insider 1pm	26	27



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