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A good application letter can mean the difference between landing a dream job, or having your resume hit the slush pile never to be seen again. A solid letter details your qualifications, highlights key professional achievements and demonstrates your knowledge of the company and the job you're applying for. It also positions you as someone who has taken the time to thoughtfully prepare a professional, targeted accompaniment to your resume, CV or job application. Before you get started on your application letter, it's important to research the company thoroughly. It will benefit you to learn its history, its market, customer demographics and main clients. It's also vital to familiarize yourself with key initiatives or programs, the professional backgrounds of key leaders, and the organization's full line of products or services. Here's how you can go about collecting this information: Read through the company's entire website. Pay close attention to the About section, leadership profiles, FAQs and news clips, and if posted online, the company's annual report. Conduct an online search of the company name. You'll see everything from interviews, customer reviews, accolades and even problems areas, like bankruptcy filings and lawsuits. Reach out to others you know in the industry and ask about perceptions of the company. Understanding corporate culture and reputation can be an asset, both in your application for employment, and in an interview setting. Use the information you find to help you position yourself favorably in your letter. For example: I learned that the company will be expanding its automotive accessories line in the new year. It would be incredibly exciting to be part of such an extensive new product launch. I understand the company just became a gold support member in the United Way's summer campaign. It would be gratifying to work for a company that understands the value of giving back to the community. I am a big fan of the new ad campaign the company launched for ABC hotel chain earlier this year. The graphics and digital elements were amazing. It would be a career high point to work with such talented professionals. Job descriptions don't just highlight the qualifications necessary for the role or describe day-to-day responsibilities; job descriptions also include phrases, specs and terminology specific to the industry. Reading the description carefully and making sure you address all pertinent information in your application letter and in your resume or application for employment can make a big difference in how you're evaluated. Here's what to look for: Education: If the job description asks for a specific level of education or certification, you should have the credentials listed on your resume. Experience: Make note of the job posting's required degree of experience, and tout your own experience in your application letter. For example, While your posting requests a minimum of four years of graphic design experience, I have more than 10 years background in the industry. Skills: If the job description requests you possess certain skill sets, elaborate on how you meet the criteria in your cover letter for a job. For example, if the listing touts the need for project management experience, note your project management designations and your familiarity with different project management programs. Supervisory experience: If you're seeking a management role and the job description asks for supervisory experience, note in your application letter your degree of experience in this arena. For example, In my current role, I hired, trained, supervised and evaluated five full-time employees. Be sure to pay close attention to whether a job description indicates a qualification is "required" or preferred." Required means you must have it; preferred means it's important, but not critical. In a job-seeking environment where online job listing and application portals are computerized, extra attention is required when it comes to filling in all the blanks. Double check your submissions before pressing "submit." Failure to check a critical box, or even to use key words from the job description, can get you electronically eliminated from the job pool before a real person has the chance to see your application for employment. If you find a job posting on a national job board, go to the company website and see if it's also listed there. You may increase your odds of being seen if you apply directly with the company, rather than throw your hat into the ring with others fighting for the same job. While you don't want to parrot back the precise language of a job description, you do want to pay close attention to the terminology used so you can play up the fact that you understand what they're looking for and have the ability to be successful in the role. In other words, use verbiage that conveys the same meaning, using different words. Examples: Looking for a roll-your-sleeves-up go-getter I believe in teamwork, and in pitching in when others need help. I never rest on my laurels - producing high-quality work and regularly surpassing established goals is a must for me. Able to manage time effectively and pivot quickly when necessary I recognize this industry is known for quickly changing priorities, and I pride myself on being able to stay focused, on-track and flexible to ensure superior work product in all circumstances. Demonstrated track record for success I understand that in the sales industry, proven performance is a necessity. I am proud to say I have held top performance records in my last two positions, and I am continually looking for ways to build on that success. Any time you can highlight critical elements of the job description with detailed explanations of how you fit the bill can give you an edge over your competition. If you're submitting a resume along with your job application or application letter, make sure your letter complements your resume and reinforces your qualifications without being repetitive. For example, you don't have to spell out your college degrees and affiliated institutions in your cover letter, particularly if they are already described in detail in your resume; however, if it's pertinent to mention, you can make a short reference, such as, Following completion of my undergraduate and master's course work... A good way to reference your resume in a cover letter for a job is to say, As you will see in my attached resume... A application letter or job email is ideal for showcasing your personality and letting a potential employer know why you're the right person for the position. You want to use language that demonstrates you have the qualifications, love the industry you're in, are a team player and are eager to jump in and start being a productive part of the organization. Some phrases to consider: There was never any doubt that I would pursue a career in healthcare. Patient interaction and advocacy, helping at-risk populations and mentoring younger colleagues are my true callings in life. I am a firm believer that dedicated and enthusiastic educators with a forward-thinking perspective are an invaluable asset to the next generation. While others may focus on what's wrong with our public education system, I choose to focus on what's right. Healthy, locally sourced foods have long been a passion of mine. I believe that when people are introduced to healthier yet delicious meal options, they feel empowered rather than deprived. I prepare every dish as if I were cooking for my own family. Allowing your personality and enthusiasm to shine through in your application for a job will establish you as both a professional and as a personable individual. While some people find it difficult to "toot their own horns" in an application for employment, it's critical to put your best self forward in this situation. Don't be shy about noting high-level awards, significant achievements or major career milestones. If you can link your past recognitions into the future work you would like to perform for the employer, tie that in as well. Examples: As the youngest person in the organization to achieve a perfect score on my licensing exam, I learned that hard work and dedication can reap significant rewards. I will apply that same sense of dedication to ensuring compliance with all accounting divisions in this company. Joining the million dollar club in my first year as a sales agent was not just an exciting recognition - it also taught me to set my goals high to continually challenge myself. Being named community volunteer of the year was a deep honor that reminded me I am, without a doubt, working in the right industry. If you feel the need to be humble or temper the self praise, you can do that as well. For example: I was incredibly fortunate to have the opportunity to work with three of the top five CEOs in the state in my last role. I had the privileged of leading a team initiative that completely revamped the way we perform customer service and client outreach. I was honored to be recognized for my mentoring activities, though I feel I got just as much out of the exchange as my mentees did. Don't allow your language in this area to be too self-serving; you want to demonstrate your abilities and show your passion without bending over backward to pat yourself on the back. Pay close attention to the "extras" a potential employer wants to see as part of your application for employment. Some will request work samples, letters of reference, copies of transcripts, photo-copies of licenses or certifications. If you have links to online portfolios or professional profiles, include them in your resume or on the letterhead of your job application letter. Failure to include requested data may get you pulled from the applicant pool. While the application process might not be the place to ask for the job, it is certainly the place to ask for an interview. Close your letter with a request to move to the next stage of the process. I am incredibly excited at the prospect of joining a team known for its high levels of customer service and employee engagement. I would love the opportunity to meet in person and further discuss your expectations for the person entering this role. Submit your job application letter in advance of the deadline; if you haven't heard back within two weeks, reach out to the company to inquire about the status of the opening.

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