

GEB3213

**Lecture 3:
Cover Letters**

Cover Letters

- **What are three purposes of the cover letter?**

Application letters

- **What should application letters accomplish?**

Well Qualified

- **What strategy should you take in a cover letter if you're well qualified for the job?**

Close, but no cigar

- **What approach should you take in your cover letter when your general background matches the job, but your experience doesn't completely fit the job description?**

Neither fits

- **And what should you do if neither your background nor your experience fits the job description?**

Structure

- How you should structure your cover letter?

Closing

- What two strategies should you follow in the closing of your cover letter?

Don'ts

- Name 4 don'ts in writing cover letters.

Do's

- Name at least 3 do's for writing cover letters.

End of Outline
