

1.5 Writing: Cover letters

Brainstorming (page 18, Exercise 1)

Dos

DO ask directly for an interview. Request an interview, and tell the employer when you will follow up to arrange it. It is imperative that you follow up.

DO follow the AIDA model used in advertising – attention, interest, desire, action. Write cover letters that are unique and specific to you, but consider using four paragraphs:

- 1 Get your reader's attention.
- 2 Give details of your accomplishments.
- 3 Relate yourself to the company, showing why the company should hire you.
- 4 Request action.

Don'ts

DON'T start your letter 'Dear Sir or Madam'. Address your letter to a named individual whenever possible.

DON'T write a formal introduction in the first paragraph. Use the first paragraph to grab the employer's attention.

DON'T write at least 400 words. Never write more than one page. Each paragraph should have no more than three sentences.

DON'T use sophisticated language to make a good impression. Use simple language and uncomplicated sentence structure. Eliminate all unnecessary words.

3.4 Speaking: Delivering presentations

Presentation (page 43, Exercise 9)

Use the table to give feedback on your colleagues' presentations.

1 = Poor, 2 = Acceptable, 3 = Good, 4 = Excellent

	1	2	3	4
Pauses				
Sentence length				
Signposting				
Speed				
Collocations				
Explanation of jargon				
Clarity				
Impact				