

- ▶ paragraph function
- ▶ dynamic sentences for cover letters
- ▶ writing a cover letter

### 1.5 Writing Cover letters

#### Brainstorming

1 In small groups, divide the list below into *Dos* and *Don'ts* for writing dynamic cover letters. When you have finished, compare your ideas with the lists on page 121.

#### *Dos and Don'ts*

- \_\_\_\_\_ start your letter 'Dear Sir or Madam'.
- \_\_\_\_\_ write a formal introduction in the first paragraph.
- \_\_\_\_\_ ask directly for an interview.
- \_\_\_\_\_ write at least 400 words – the more information you give, the better.
- \_\_\_\_\_ use sophisticated language to make a good impression.
- \_\_\_\_\_ follow the AIDA model used in advertising – attention, interest, desire, action.

#### Model

2 Complete this cover letter with the action verbs from the box.

broken capture developed doubled exceeded modernized obtained  
optimize present trained

✉ EMAIL

Dear Mr Crouch,

Having (1) \_\_\_\_\_ objectives and (2) \_\_\_\_\_ sales records in all my previous positions, and recently (3) \_\_\_\_\_ my MBA in marketing at Warwick University, I feel I am an ideal candidate for the position of European Sales Manager at Starfield Nightclubs.

In my last job as senior sales representative for Roxy Entertainment, I (4) \_\_\_\_\_ new products for teenage customers, (5) \_\_\_\_\_ sales staff and (6) \_\_\_\_\_ the membership management system. Over a two-year period, I more than (7) \_\_\_\_\_ average revenues per venue.

Nightclubs are a highly competitive sector of the entertainment industry, and I am certain I have the skills to (8) \_\_\_\_\_ market share and (9) \_\_\_\_\_ Starfield's profitability.

I would be happy to (10) \_\_\_\_\_ my ideas in more detail at interview, and I will call you early next week to arrange a meeting. If you have any questions, please feel free to contact me before then. Thank you for your time and consideration.

Yours sincerely,

Kiara Pointer

#### Analysis

3 Decide the purpose of each paragraph in Exercise 2. Which paragraph is intended to:

- request action?
- give details of the applicant's accomplishments?
- get the reader's attention?
- relate the applicant to the company, showing why the company should hire her?

Glossary PAGE 150

accomplishment  
brokering  
lead  
outgoing  
tender  
venue