

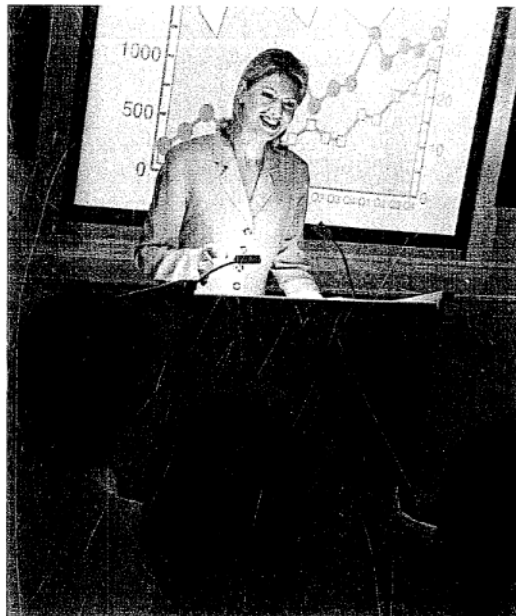
## Language focus

**4** Match sentence beginnings 1–10 with endings a–j to make typical dynamic sentences for cover letters.

- |                                     |   |
|-------------------------------------|---|
| 1 My outgoing personality makes me  | a) my formal education.                   |
| 2 I recently graduated              | b) to meet with you.                      |
| 3 I served as                       | c) a phone call.                          |
| 4 I attended school                 | d) a strong candidate.                    |
| 5 I supported myself                | e) a career in insurance brokering.       |
| 6 Jobs such as bartending enhanced  | f) talk with you.                         |
| 7 I have the skills to embark on    | g) by working in radio advertising sales. |
| 8 I would like very much to         | h) from the University of Oregon.         |
| 9 I will follow up this letter with | i) in Michigan, Arizona and Oregon.       |
| 10 I can arrange a time             | j) president of the debating society.     |

## Output

**5** In small groups, read the two job ads. For each position, list at least two qualities and two skills that the ideal candidate should have.



### DEVELOPMENT OFFICER FOR EXECUTIVE EDUCATION

Based in Paris, you will promote the specialist training services of a top international business school to companies throughout Europe. You will generate and follow up leads, handle client appointments and presentations, prepare tenders and secure client commitment before handover to account managers.



### BRAND MANAGER EMEA

Based in London, but with extensive travel, you will be responsible for maintaining and developing a household name in video games. Liaising with head office in Japan, you will design and implement marketing campaigns for Europe, the Middle East and Africa, and ensure that cost and profit objectives are met.

**6** Divide into two teams, A and B. Team A will apply for the position of Development Officer for Executive Education, and Team B for the position of Brand Manager, EMEA. Follow the instructions below to write your cover letter.

- 1 With a partner from the same team, list examples of your experience, skills and accomplishments.
- 2 Plan the four paragraphs of your cover letter, using the examples you listed above.
- 3 Write your cover letter. Use action verbs whenever possible.

**7** Exchange cover letters with the other team. Read the other team's letters and decide which candidates to call to interview. Announce your decision to the other team.

## Internet research

Search for the keywords *what not to put on your résumé*. Compile a class list of the top ten errors.