

GUIDELINES		✓
<b>TOP OF PAGE:</b> include your contact information at top of the page (match the style/format to résumé)		
<b>DATE:</b> should be after your contact info and before the address of company		
<b>ADDRESS</b> to decision maker ( <i>i.e. Dina Nez, Director</i> ) or Human Resources, company name and address		
<b>SALUTATION</b> of Dear (Recipient's First and Last Name) If a contact name is unavailable we suggest the following: Dear Hiring Manager/ Dear Hiring Committee ( <u>Do not use</u> : Dear Sir/Madam or To whom it may concern)		
<b>OPENING PARAGRAPH:</b> clearly state why you are writing this letter		
<b>BODY OF LETTER:</b> state what you have to offer the employer in terms of qualifications, education, certifications, experience, skills, and abilities; highlight your accomplishments rather than job duties and responsibilities		
<b>CLOSING OF LETTER:</b> initiate follow-up, e.g. <i>"I would welcome the opportunity to meet with you..."</i>		
<b>CONDUCT RESEARCH:</b> demonstrate knowledge of the company or industry and the value you bring		
<b>IDENTIFY AND TARGET QUALIFICATIONS:</b> meet employer's needs (relevant skills and experience) based on job posting or research you conduct and highlight only relevant information from your résumé		
<b>EMPHASIZE RESULTS</b> by using numbers, percentages, dollars, etc. to quantify and focus on employer's needs; see Accomplishment Statements tip sheet		
<b>READABILITY:</b> avoid the use of too much technical information, jargon, acronyms or abbreviations		
<b>FLOW OF CONTENT:</b> avoid beginning every sentence with "I" e.g. <i>"I graduated from George Brown College in 2019"</i> could be written as: <i>"Having graduated from George Brown College in 2019..."</i>		
<b>WHITE SPACE:</b> use single spacing within paragraphs and double space between paragraphs and make sure margins are not too narrow		
<b>FONT:</b> use standard fonts like Arial, Calibri or Times New Roman; to use any font save document as PDF; match font to résumé; no smaller than 10 point		
<b>LENGTH:</b> cover letter is never more than one page		
<b>100% ERROR FREE</b> (make an appointment with Career Services to review and proofread your letter)		

Additional Resource: [resume.com/georgebrown](https://resume.com/georgebrown)

St. James, 200 King Street (Room 155B), 416-415-5000 ext. 3818 [sjcareercentre@georgebrown.ca](mailto:sjcareercentre@georgebrown.ca)  
 Casa Loma, 160 Kendal Avenue (Room C317), 416-415-5000 ext. 4100 [clcareercentre@georgebrown.ca](mailto:clcareercentre@georgebrown.ca)  
 Waterfront, 51 Dockside Drive (Student Success Hub), 416-415-5000 ext. 5301 [wfcareercentre@georgebrown.ca](mailto:wfcareercentre@georgebrown.ca)  
[GBCareers](https://gbcareers.georgebrown.ca) - view job postings and events: [gbcareers.georgebrown.ca](https://gbcareers.georgebrown.ca)

SAMPLE COVER LETTER

## Amber Loi

43 Daisy Lane, Toronto, ON M2B 1X9  
416-415-5000 amberloi@georgebrown.ca  
[www.linkedin.com/in/amberloi](http://www.linkedin.com/in/amberloi)

---

May 17, 2020

Renu Gupta  
Director, Benefits  
ABC Financial  
4567 Yonge Street  
Toronto, ON M4B 2Y2

**Re: Employment Benefits Assistant Job# 16-037**

Dear Renu Gupta:

Please accept my attached résumé as an application for the position of Employment Benefits Assistant that was advertised on your website on May 1, 2020. I believe I am an excellent fit for this role, and your company's "commitment to excellence" is a value that I aspire to in all that I do.

As a recent graduate of the Business Administration - Human Resources Diploma program at George Brown College, I have acquired thorough knowledge of the principals of human resources management and specific knowledge related to compensation and benefits. The program also required several group projects which further developed my communication skills both in the form of class presentations and with team work.

In my Advisor role with the North Chinese Community Centre, I provided information and advice to immigrants on employment and labour issues. This role allowed me to gain strong interpersonal and client relationship skills where I was recognized for "outstanding efforts in providing quality service". My work as an Office Assistant at City Hall equipped me with computer, organizational, and data management skills that were essential in providing administrative support to their busy office environment.

I am particularly excited about the opportunity to begin my career with ABC Financial and look forward to hearing from you. Thank you for your time and consideration.

Sincerely,

Amber Loi