

**GEB3213**

**Lecture 3:  
Cover Letters**

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**Cover Letters**

- What are three purposes of the cover letter?

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**Application letters**

- What should application letters accomplish?

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**Well Qualified**

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

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**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?

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**Neither fits**

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

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**Structure**

- How you should structure your cover letter?

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**Closing**

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

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**Don'ts**

- Name 4 don'ts in writing cover letters.

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**Do's**

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

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**End of Outline**

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