

Lesson 4: Rules for Emailing Cover Letters and Résumés

Student Guide Pages: 242-246

Lesson Objectives: By the end of this lesson, your students should be able to:

- have a clear understanding of the simple rules for emailing their résumé and cover letter
- include the correct subject heading and formatting to avoid deletion
- properly format the résumé for email

Lesson Summary:

When sending a résumé via email, it's very likely that the receiver will hit the delete button before ever opening it. Without a great subject line and proper formatting your résumé will never be seen by the intended employer. Knowing the simple rules for submittal can make all the difference in getting hired. Cover letters must always be included in the email as well, to give the potential employer a better understanding of who the applicant is as a person, not only their education and experience.

Possible resources:

1. <https://www.thebalance.com/email-cover-letter-sample-2060219>
2. www.resume-help.org

Review Questions:

- What should be included the subject heading of the email?

Answer: Use the job code or job title listed in the advertisement, to be certain you get the attention of the prospective employer running the ad search. This will ensure that your résumé and cover letter fall into the right hands. Another option is to write industry-specific language in the subject heading, such as “Marketing Specialist Seeking New Opportunity.”

- When emailing a résumé, should cover letters be included? If so, how?

Answer: Yes, you should always include a cover letter in the body of the email and address it to the recipient. “Here’s my résumé. Please tell me if you have any jobs I might fill” is not a cover letter and won’t encourage anyone to look at your résumé. The cover letter must introduce you, specify how you will meet the needs of the employer, and encourage the

recipient to read your full résumé.

- Should résumés be sent as an email attachment?

Answer: Always send your résumé in the body of the email message, not as an attachment. If you force someone to open an attachment to get to know you, your chances are over. Put the résumé in the body so the recipient will see it as soon as he or she opens the message. This technique also helps you get through email systems that reject all attachments due to rampant computer viruses. If you must attach, send in PDF format.

- Should emailed résumés and cover letters be properly formatted? Also, what does that mean?

Answer: Make sure your résumé is properly formatted for email. Writing your résumé as a Word .doc or .docx takes the guesswork out of the process. Take the time to make sure it will look as good on all computers and electronic devices and in all email systems as it does on your screen. This means shorter text lines, spacing between sections, and text-based highlights.

- List two websites that are helpful in the process of online résumé submittal and online job searches.

Answer:

1. <https://www.thebalance.com/email-cover-letter-sample-2060219>
2. www.resume-help.org

Homework Activity:

Ask students to practice sending an email, with a proper subject heading, from a job-search advertisement, placing the résumé and cover letter in the body of the email.

Class Activity:

Students can prepare emails in class using a proper subject heading, placing their cover letter and résumé in the body of the email. They can send these emails to classmates for practice and critique before sending them out to any prospective employers.

Additional Information:

www.monster.com and www.careerbuilder.com: These are some of the top job-search engines, and they include listings for every conceivable position any company may be looking to fill.

Fun Facts:

Here's a good picture of actual résumé errors that you should try to avoid:

- Someone actually listed his position as “Bat Collector,” as in the flying animals.
- Someone listed her email address as hotgirl@gmail.com.
- Someone listed all the things they were unwilling to do on the job: “Won’t make coffee. Won’t answer the phone. Won’t sweep the floor...” Yikes!
- Someone listed his less-than-stellar GPA of 2.7.

Notes: _____

10 Rules for Emailing Cover Letters and Résumés

1. In your subject heading, always refer to the exact job code or title cited in the advertisement.
2. If a job title or code is not available, state your industry-specific objective, such as “Marketing Specialist Seeking a New Opportunity.
3. When emailing a résumé, include a cover letter in the body of the email, or send file in PDF format.
4. Cover letters should be personally addressed to the email recipient, if possible.
5. Cover letters should encourage the recipient to read the applicant’s résumé.
6. Cover letters should be no more than three paragraphs, including an introductory paragraph, an explanatory paragraph (stating the reason you want to work in a specific job opportunity), and a closing paragraph requesting an actual interview.
7. Always check your cover letter for any grammatical, spelling, syntax or punctuation errors.
8. Properly format your email and résumé and create it in a word doc. Check several electronic devices to be certain it is easy to read.
9. Top online resources for online résumé/cover letter submittals is www.resume-help.org and www.thebalance.com
10. Two great online resources for job searches are www.Monster.com and www.CareerBuilders.com.