

How to Write a Compelling Cover Letter?



I. Listen to the audio.

II. Read the questions below, listen to the audio again and write your answers in French to check your understanding:

1) Que doit montrer votre lettre de motivation?

Pour le prouver, vous devez trouver le _____ et faire la _____ possible.

2) En suivant leurs conseils (« *tips* »), votre lettre sera _____, _____ et _____.

3) Que faut-il faire avant de commencer à rédiger votre lettre?

4) Par quoi devez-vous commencer votre lettre? (2 choses)

Il est primordial d'attirer l'_____ du _____ avec une intro _____ et _____!

5) Que faut-il faire ensuite?

- ◆ Expliquer ...
- ◆ Décrire ...
- ◆ Donner ...

6) Qu'est-ce qui fera la différence pour obtenir un entretien?

Le mot « *interview* » n'est pas encore prononcé: quelle expression est utilisée pour que l'on comprenne l'idée de décrocher un entretien? « to _____ ».

7) Comment devez-vous conclure votre lettre? (2 choses)

8) Que faut-il éviter dans votre lettre? (5 choses)

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III. Listen to the audio again and fill in the transcript:

Welcome to Mind Tools' video learning series.

Even when you _____ for a new **internal position** , your cover letter has to show the _____ manager that you are the right person for the job. To do this, it has to _____ the right tone and make the best impression.

But it can be **daunting** to know what to write. How long should your letter be? What should it say? What format should it _____?

It can be tempting to use a generic cover letter or a _____. But, if you follow our tips, you'll be well on your way to writing a professional, **compelling** and original cover letter.

Before you start, do some homework.

Find out what you can about the _____ you're hoping to join. Start by exploring the company's website or intranet. Identify the _____ and "**pain points**" that the team will likely be _____ with. This will give you a better understanding of it and how you can help out.

Now, let's look at how to _____ your cover letter.

Start by introducing yourself. Tell the recruiting manager who you are and why he or she should _____ you.

These opening sentences are crucial. So it's important to **grab** the reader's attention with an enthusiastic and **engaging** intro.

Next, explain why you're the best person for the job. Describe what you can bring to the role. Give examples of skills you have or successes you've enjoyed that are _____ to the job description.

Qualifications and experience will _____ get you noticed, but they might not get you through the door!

What will is your enthusiasm for the role. If you can demonstrate how passionate you are about it, you'll send a strong message that shows how _____ and **committed** you are.

Finally, bring your letter to a close by _____ the key points you've talked about. And let the recruiting manager know that you're _____ for **interview** .

Once you're done, check your letter for spelling, grammar, tone, and consistency. **Weed out** any clichés or technical jargon. And _____ making jokes, or mentioning salary.

Lastly, put the finishing _____ to your letter. **Format** it as if you're going to send it in the mail. This will make it look **sleek** and professional.

To learn more about how to write a compelling cover letter, [read the article](#) that _____ this video.

Which word written in bold means: (the context will help you!)

convaincant =

intéressant=

difficultés =

intimidant =

raffiné =

éliminer =

rédiger =

engagé =

attirer =

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IV. You can now watch the video and practise speech shadowing to improve your pronunciation:

<https://www.mindtools.com/pages/>

V. You can read the full article on their website:

« This article gives general tips and guidance for writing a great cover letter, but there is no "one size fits all" template. After reading this article, use your own experience and judgment to decide on the best approach for the role that you are applying for, taking into account the organization's culture and best practices. »

Please find two extracts below: they will give you a clear recap on the technical aspect (how you should lay out your letter, the style) and summarise the guidelines you should follow to write a great letter. Of course, more details are given in the full article:

Here's a point-by-point guide for laying out your cover letter:

- Write your name and address at the top of the page. Align it to the right.
- Write the name and address of the prospective employer. Align it to the left.
- Add the date of your letter under the employer's address, and align it to the left. Leave a line space between the address and the date.
- Begin your letter with "Dear..." and the name of the hiring manager. Avoid "To whom it may concern." If you don't know who to address the letter to, send the HR department an email asking for the appropriate recipient.
- Use a font that's clear and easy to read, such as Arial or Helvetica, with a type size of 10 or 12 points.
- Space your paragraphs, keep wide margins, and don't crowd the page.
- Leave a line space under the final paragraph, and sign off with "Yours sincerely" or "Best regards." Leave a couple of line spaces under the signoff, and then sign your name, typing it in full beneath your signature. If you are sending the letter digitally, it's not necessary to actually sign it – just type your name instead.

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Key Points

Your cover letter needs to show the recruiting manager that you're the right person for the job, and that you will be a good fit for the team. Research the role carefully, and pay attention to the tone and language that you use.

Your letter should fit on one page, and be presented in a way that's easy to read. It should follow this structure:

1. Introduce yourself.
2. Explain why you are the best candidate.
3. Be enthusiastic about the role.
4. Summarize and say that you are available for interview.

Try to give real examples that demonstrate your skills, or that show how you added value to your team or organization. But tell the truth! Don't exaggerate or embellish your accomplishments.

Finally, remember to check your letter carefully for mistakes, and then check it again.