



HOW TO WRITE A
COVER LETTER

Your cover letter provides prospective employers with **THEIR FIRST IMPRESSION OF YOU.**

It is a best practice to include a cover letter with your application unless the job posting explicitly states otherwise. Your cover letter is the ideal tool to display how you meet the qualifications of the specific job you are applying for.

A cover letter allows you to:

- Supplement the information included in your resume.
- Emphasize the knowledge and skills you have in relation to the qualifications of the position.
- Convey what unique qualities you bring to the position.
- Add a personal touch by being able to express how you would be the right fit for the role.

To help you write a cover letter, consider the following tips:

- 1 Be concise. The ideal length for a cover letter is one page. Be sure to emphasize your excitement for the position you are applying to as well as your key skills and accomplishments that fit the role.
 - Avoid repeating information already on your resume.
 - Avoid including irrelevant information.
Remember: your cover letter is a career-marketing tool, not an autobiography.
 - Edit unnecessary words.

- 2 Tailor your cover letter to the qualifications of the job advertisement.

- Speak to the training, education you have received.
- Speak to the PGA specialization you have that would make you an asset to the role.
- Focus on your most relevant experience and accomplishments.
- Identify key words used in the job description.

- 3 Write your cover letter in your own words so that it sounds like you and not like something out of a book.

- Avoid directly copying material from the job description and placing it in your cover letter.

- 4 Proofread your cover letter to ensure there are no spelling, typing or grammatical errors.

- If you need help with grammar, Microsoft Word and other word processing software have built-in review functions to ensure there are no mistakes. You can also try using Grammarly, a web-based spelling and grammar tool.



WHAT IS IN A GOOD COVER LETTER?

THE HEADER:

Your header should include the following information:

- Your full name.
- Your email address.
- Your telephone numbers (home and cell).
- It is recommended not to include your address or photo to avoid any possible direct or implicit discrimination.

ADDRESSING YOUR COVER LETTER:

- It is a best practice to personalize the cover letter with the hiring manager's name.
- If you are unable to find the hiring manager's name, it is acceptable to address it to "The Hiring Manager" or "To Whom It May Concern".
- Make sure to put the current date on your cover letter above the address.
- Ensure you have the PROPER business name. i.e., Some might write Thornhill Golf Club, but it is called The Thornhill Club.
- The same goes for using proper PGA of Canada terminology. Follow our brand guidelines when applying to employers. Do not use CPGA. It is the PGA of Canada.

THE SUBJECT LINE:

- It is a best practice to reference the job title.

OPENING PARAGRAPH:

- This is the introductory section of your cover letter.
- The objective is to get the reader's attention immediately.
- Briefly identify what you have to offer the course/facility.
- Identify the main reason why you would be the ideal candidate for the position.

NOTE:

Some employers may want additional information in your cover letter such as outlining how you learned about the job opening and why you are interested in the position.

MID-SECTION:

- Explain specific benefits you offer in relation to the required qualifications.
- Emphasize your relevant skills, competencies, experience, and knowledge.
- Cite specific and relevant experiences or examples of how you gained and demonstrated those skills, knowledge, abilities, and accomplishments.
- If you have a particular area of expertise or an educational background that has helped you gain relevant qualifications, outline this in your cover letter.
- You may wish to highlight some transferable skills, such as problem-solving or organizational skills.
- List any required certifications you possess that relates to the qualifications (i.e., PGA Class "A" Member in good standing).
- Include your PGA of Canada Specialization and the value that you will bring to the position through your continuing education.

THE CLOSING PARAGRAPH:

- Before concluding your letter, explain in one sentence how you can add value to the organization.
- State the best method for them to contact you.
- Thank the hiring manager in advance for their consideration.





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PGA OF CANADA ZONE OFFICES

Find out more about how a PGA of Canada professional can help your facility improve its service standards and financial performance. For further information on hiring guidelines, please contact your PGA of Canada Zone Office:

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