

Direction Régionale des Provinces du Sud

EFP :ISGI LAAYOUNE

SECTION :5

ENGLISH FOR PROFESSIONAL COMMUNICATION (EPC)

SECOND PART

COVERING LETTERS

CLASSROOM INFORMATION

FULL NAME	
OPTION	
GROUP	
LEVEL	
MODULE	ENGLISH LANGUAGE

PROF :DIDI MED SALEM

GENERAL CONTENTS

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2.Why is a cover letter important?

3.“When should I write a cover letter?”

4.How long should a cover letter be?

5.How to write a cover letter for a job: 8 easy steps

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EXPLANATION:

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1. What is a cover letter?

A cover letter is a single-page letter that should be part of any job application.

The only time a cover letter shouldn't be included is when a job ad clearly says not to include one. At all other times you should include a cover letter.

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2. Why is a cover letter important?

A well-written cover letter can set you apart from other candidates and improve your chances of being invited for an interview and considered for the role. It gives you the chance to speak directly to how your [skills](#) and [experience](#) line up with the job you're after, and convey to the reviewer that you're likable, original, and likely to be a great addition to the team.

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3. “When should I write a cover letter?”

You should write a cover letter whenever it's requested—or even when it's optional. First, because employers are likely to read it even if it's not mandatory. Second, because you have nothing to lose by sending one, and you might miss an opportunity to highlight your qualifications and personality if you don't.

The only time you should skip a cover letter is when the job posting doesn't mention it at all or specifically asks applicants *not* to include one.

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4. How long should a cover letter be?

Cover letters typically range from a half page to one full page. Aim to structure it into four paragraphs, totaling around 250 to 400 words, unless the job posting states otherwise. Some employers may have specific guidelines like word or character limits, writing prompts, or questions to address. In such cases, follow the instructions from the job posting.

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5.How to write a cover letter for a job: 8 easy steps

1. Start with a fresh cover letter

Sure, it's way faster and easier to take the cover letter you wrote for your last application, change the name of the company, and send it off. But most employers want to see that you're truly excited about that specific position and organization—which means creating a custom letter for each position.

While it's OK to recycle a few strong sentences and phrases from one cover letter to the next or our free [cover letter format and template](#), don't even think about sending out a 100% generic letter. "Dear Hiring Manager, I am excited to apply to the open position at your company" is an immediate signal to recruiters and hiring managers that you're mass-applying to every job listing that pops up on LinkedIn.

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2. Add your contact information

At the top of your cover letter, you should list out your basic info. You can even copy the same [heading from your resume](#) if you'd like. Some contact info you might include (and the order to include it in):

- Your name
- Your pronouns (optional)
- Your location (optional)
- Your email address
- Your phone number (optional)
- Your LinkedIn, portfolio, or personal website URL (optional)
- Date (optional)

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3. Address the recipient by name (if possible)

The most traditional way to address a cover letter is to use the person’s first and last name, including “Mr.” or “Ms.” (for example, “Dear Ms. Jane Smith” or just “Dear Ms. Smith”). But to avoid accidentally using the wrong title—or worse, inadvertently misgendering someone—first and last name also work just fine.

If “Dear” feels a bit too stiff, try “Hello.” But never use generic salutations like “[To Whom it May Concern](#)” or “Dear Sir or Madam.” If you can't find the name of the recipient, a simple “Hello, Hiring Manager” works. (For extra help, read these [rules for addressing your cover letter](#) and a few tips for [how to find the hiring manager](#).)

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4. Craft an attention-grabbing opening paragraph

Your opening paragraph sets the stage for the whole cover letter. You want it to be memorable, conversational, and hyper-relevant to the job you’re pursuing. No need to lead with your name—the hiring manager can see it already. However, it’s good to mention the job you’re applying for (they may be combing through candidates for half a dozen different jobs).

You could go with something simple like, “I am excited to apply for [job] with [Company].” But consider introducing yourself with a snappy first paragraph that highlights your excitement about the company you’re applying to, your passion for the work you do, or/and your past accomplishments.

This is a prime spot to include the “why” for your application. Make it very clear why you want this job at this company. Are you a longtime user of their products? Do you have experience solving a problem they’re working on? Do you love their brand voice or approach to product development? Do your research on the company (and check out their [Muse profile](#) if they have one) to find out.
Here's an opening paragraph example:

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5. Say why you’d be a great hire for that job

Once you’ve got the opening under wraps, you should pull out a few key ideas that will make up the backbone of your cover letter. They should show that you understand what the organization is looking for and how your background lines up with the position.

A common cover letter mistake is only talking about how great the position would be for you. Frankly, hiring managers are aware of that—what they really want to know is what you’re going to bring to the position and company.

To know exactly what to say, [study the job description](#) for hints. What problems is the company looking to solve with this hire? What skills or experiences are mentioned high up, or more than once? These will likely be the most important qualifications.

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6. Prove your qualifications with real examples

Look at your list of qualifications from the previous step, and think of examples from your past that prove you have them. Go beyond your resume. Don't just repeat what the hiring manager can read elsewhere. Simply put, you want to paint a fuller picture of what experiences and accomplishments make you a great hire.

Let's say you're applying for a role that involves working directly with key stakeholders. What better way to show your ability to win back former clients? What details would you include if you were telling someone a (very short!) story about how you accomplished one of your resume bullet points?

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7. Finish with a strong conclusion

It’s tempting to treat the final lines of your cover letter as a throwaway, such as “I look forward to hearing from you.” But your closing paragraph is your last chance to emphasize your enthusiasm for the company or your fitness for the position. You can also use the end of your letter to add important details—like, say, the fact that you’re willing to relocate for the job.

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6. Typical layout of a formal letter

Professional letter template

Here's a professional letter template you can use to create your own letter for most situations:

[Your name]

[Your address]

[City, state]

[Phone number]

[Email address]

[Date of letter]

[Recipient's name]

[Their job title]

[Company name]

[City, state]

[Greeting]

Use a salutation such as "Dear" or "Greetings," followed by the person's title

[First paragraph]

Use the first paragraph of your professional letter template to explain why you're writing. State your purpose clearly and concisely.

[Body paragraphs]

Use the body of your letter to provide more details and support your main goal. You might need two paragraphs to do this effectively, using examples and observations. Use formal speech throughout, rather than slang or casual language.

[Final paragraph] Repeat the letter's purpose, thank the reader and provide a [call to action](#) asking the recipient to do something.

[Complimentary close]

End the letter with a formal phrase such as "Sincerely yours" or "Respectfully yours."

Only capitalize the first word.

[Signature]

If you mail or fax your letter, sign it by hand. Otherwise, use a digital or typed signature of your full name.

[Enclosure]

An enclosure states that other documents are attached to the letter, preventing the reader from missing them. This note is important if you're including documents with a hard copy of a letter but can also be used in an email. You can list the document names or the number of items the reader should expect to find.

7. GENERAL OVERVIEW

What is the format of a cover letter?

The professional cover letter format is simple and straightforward. It includes four key elements: a header with your personal information (e.g., name, email, phone number, city), a salutation addressing the recipient, three to four paragraphs (introduction, body, and conclusion), and a professional sign-off followed by your signature (e.g., "Sincerely, Toni Johnson").

How formal is a cover letter?

Cover letters are just as formal as any other form of communication you would have with a potential employer. You can show a little bit of your personality or even humor, but never cross the line by using overly informal language or slang, for example.

Formal letters

These are sometimes known as business letters. They are written in a strictly formal style. Such letters are always written on an 8" x 11" sheet of paper. They can be folded three times so that the address to which the letter is being sent can appear in the window of a business envelope. The layout is always the same.

Most standard formal letters consist of three main sections — an opening, a middle, and a closing.

Opening:

Introduce yourself and state the reason you are writing.

Body:

Provide more detail related to the reason you are writing. If you are asking for a response or something in particular - this is where you do it. Remember to use polite and respectful language.

Closing:

Again, state why you are writing to this particular person, place, business etc and state that you are looking forward to receiving a response.

Structure:

- The senders address is put at the top left hand side
- Include telephone number and email if available
- The address of the person receiving the letter goes on the left hand side below the sender's address
- The date
- Greeting — Dear Sir or Madam. You can use the titles Miss, Mrs. or Mr. if you know the name of the person to whom you are writing
- The message
- Complimentary close — Yours faithfully or Yours sincerely
- Signature
- Write name in block letters (this is to ensure that the person receiving the letter knows exactly who has sent it. Signatures may not be very clear)

7. PRACTICAL APPLICATIONS

Task 1

Identify the Parts of a Formal Letter

Match each part with its correct function.

Parts:

1. Sender's address
2. Date
3. Receiver's address
4. Subject
5. Salutation
6. Body
7. Complimentary close
8. Signature

Functions:

- A. The main message of the letter
- B. "Yours faithfully" / "Yours sincerely"
- C. The person or organization receiving the letter
- D. The writer's name and signature
- E. A short statement showing the purpose of the letter
- F. "Dear Sir/Madam" or "Dear Mr. Smith"
- G. The writer's address
- H. The day, month, and year

Task 2

Put the Letter in the Correct Order

The following parts of a formal letter are mixed up. Put them in the correct order.

- A. Yours faithfully,
- B. 15 Avenue Hassan II, Laayoune
- C. Dear Sir/Madam,
- D. 13 September 2026
- E. Mr. Ahmed Ali
Human Resources Manager
ABC Company
Laayoune
- F. I am writing to apply for the position of English Trainer advertised on your website. I have several years of experience in teaching English and communication skills.
- G. Subject: Application for the Position of English Trainer
- H. Ahmed Salem
- I. 15 Avenue Hassan II, Laayoune

Task 3

Formal or Informal?

Decide whether each expression is **Formal (F)** or **Informal (I)**.

1. Dear Sir/Madam,
2. Hi Ahmed,
3. I am writing to request information about your course.
4. Give me the information as soon as possible.
5. I would be grateful if you could...
6. Thanks a lot for your help.
7. I look forward to hearing from you.
8. Can you send me the details?
9. Yours faithfully,
10. See you soon!

Task 4

Complete the Formal Letter:

Complete the letter using the words below:

apply – position – experience – attached – faithfully – interview – writing

Dear Sir/Madam,

I am _____ to apply for the _____ of English Trainer in your institution.

I have several years of _____ in teaching English and communication skills.
Please find my CV _____ to this letter.

I would be pleased to attend an _____ at your convenience.

I look forward to hearing from you.

Yours _____,
Ahmed Ali

[illegible]

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