AGCJ 404: Communicating Agricultural Information to the Public

Week #6: Letters of Application

Objectives
- Given a position announcement, be able to write an invited letter of application following established standards.
- Given a company, write a prospecting letter of application following established standards.

Successful Application Letter
- Catches the reader’s favorable attention
- Convinces the reader you are qualified for consideration
- Requests an interview

Invited Letter of Application
- Responds to an advertisement about employment (applicant knows that there is definitely a position open)

Locating Announcements
- Career Services Center
- Your Advisor/Department Files or Bulletin Boards
- Trade Publications (e.g., Poultry Times, Golf Course Management)
- World Wide Web

Locating Announcements
- Newspapers
- Meetings
- Networking
Prospecting Application Letter

- To inform employers of the kind of job desired and your qualifications
  - (Applicant does not know if a position is available)

Locate Company Information

- World Wide Web
- Library (trade publications, annual reports, Million Dollar Directory)
- From the company (brochures, etc.-- may be necessary for smaller, private companies)

What Next?

- Prepare for the interview
- Write follow-up letters

Invited Letter of Application

- Opening.
- Indicate purpose of the letter.
- Include a statement explaining when and where you saw the advertisement and specific job title.
- Be specific about the job for which you are applying.
- Identify referrals (where applicable).

Invited Letter of Application

- Succeeding paragraphs
  - Highlight experience pertinent to that job
  - Distinguish yourself from other applicants
  - Why you want to work for them
  - Refer to attached résumé and correlate it with type of position advertised

Invited Letter of Application

- Closing
  - Request an interview
  - Express willingness to relocate and travel
  - Confirm communication links
Prospecting Application Letter
- Relate your qualifications to requirements
- Express sincere interest
- Express willingness to relocate and travel, but only if you are willing to do both

Prospecting Application Letter
- Distinguish yourself from other applicants
- Refer to attached résumé
- Request a personal interview

Assignment/Evaluation
- Complete an invited letter of application
- Letter of Application Assignment