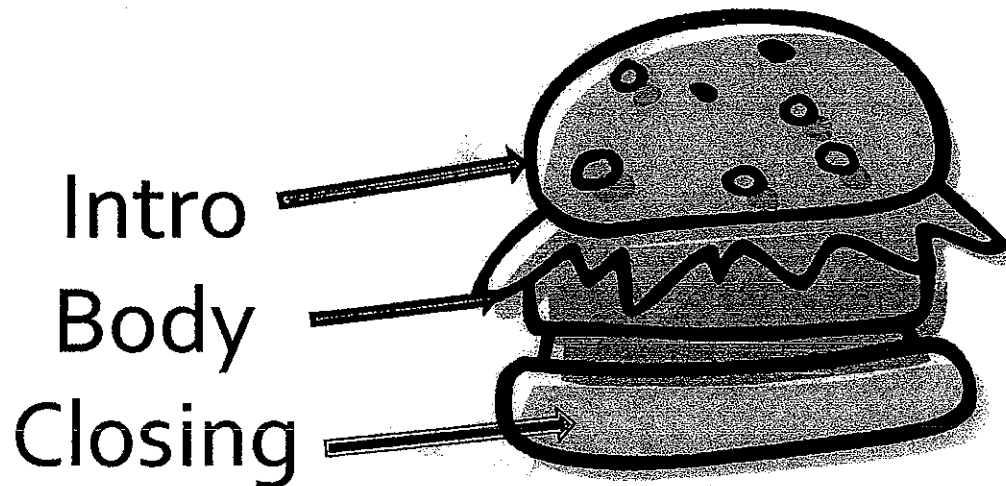


"The Hamburger"



Chapters 8 & 9

Public Speaking

Basic Speech

"Hamburger" Format

I. Introduction

- A. Attention-Getter
- B. Topic Statement
- C. Thesis/Preview

II. Body

- A. Main Point #1
 - 1. Support
 - 2. Support
- B. Main Point #2
 - 1. Support
 - 2. Support
- C. Main Point #3
 - 1. Support
 - 2. Support



III. Conclusion

- A. Restate Topic
- B. Clincher

Attention – Getter

“Hook” the audience

INTRO

Startling Statement: _____.

Ex: 100 new metal coffins will be lowered into our city’s cemetery this month. Of those, at least 20 will contain cancer victims.

Striking Statistic: _____.

Ex: In 2007, 55% of all 10th graders in Texas passed all sections of the TAKS test, while only 40% of economically disadvantaged students passed all sections of the test.

Rhetorical Question: _____.

Ex: If you were awarded an expense free trip to any place in the world, where would you go – a tropical island or a land of ice and snow?

Quotation: _____.

Ex: “Genius,” said Thomas Edison, “Is one percent inspiration and 99 percent perspiration.”

Attention-Getter

Continued...

INTRO

Humor: _____.

Ex: While driving intoxicated, Jason was pulled over by a police officer. "You drinkin' tonight, sir?" asked the officer. Jason responded "You buyin'?" (For a speech on the legal ramifications of DUI's in Texas.)

Story: _____.

Ex: "The great scientist Louis Pasteur was terrified by one thing – dogs. The sight of a dog immobilized him. Even when he heard a dog bark from blocks away, his agonizing boyhood memories of friends driven crazy through the bite of a mad hound would haunt him. So at the height of his career when doctors were pleading that he focus his attention on a dozen diseases, Pasteur limited himself to finding a vaccine for rabies. His persistent research and final triumph were possible because he had deep personal conviction that aided his creativity. (A speech on how strong emotions can produce inventive ideas.)

Topic Statement

Reveal the topic



INTRO

- After your attention-getter, a speaker should _____.
(If not, your audience will be confused, most likely for the entire speech.)
- Ex:
“Bone marrow transplants have been called a medical miracle because of their life-saving capability. . .”

(this sentence immediately followed an attention-getting story. It is clear that the speech is about _____.)

Thesis/Preview Statement

INTRO

- **Definition:**

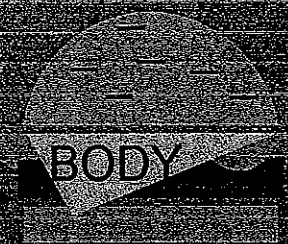
- **Ex:**

"Today I will share part of what I have learned by explaining what happens when you receive an acupuncture treatment, how acupuncture works, the kinds of medical conditions that can be treated with acupuncture, and the growing use of acupuncture in combination with Western medical techniques."

(*This speech about _____ contains ____ main points.)

The Body

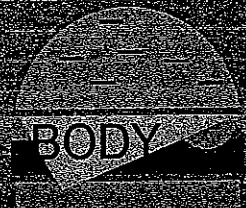
Ways to Organize



<p>Chronological Order</p>	<p>_____.</p> <p><i>Ex: Time order, history</i> <i>Processes, demonstrations</i></p>
<p>Spatial Order</p>	<p>_____.</p> <p>(Mostly informative speeches)</p>
<p>Causal Order</p>	<p>_____.</p> <p>_____.</p> <p>(Persuasive and Informative)</p>
<p>Problem-Solution Order</p>	<p>_____.</p> <p>_____.</p> <p>_____.</p> <p>(Mostly persuasive speeches)</p>
<p>Topical Order</p>	<p>_____.</p> <p>_____.</p> <p>(Used more often than any others...)</p>

Connectives

Words or phrases that join one thought to another



Definition:

_____.

Ex:

- "Now that we have"
- "Let me share"
- "Not only"
- "I have spoken so far"
- "Keeping these points in mind"
- "Let's look at"
- "More specifically"
- "In addition"
- "In other words"

Definition:

_____.

Ex:

- "The first cause"
- "The second cause"
- "The third cause"
- "The most important thing to remember"
- "This is crucial to understanding the rest of the speech"
- "Be sure to keep this in mind"

The Conclusion

“One last thought” “Let me end by saying” “In closing” “My purpose has been” “In conclusion” “We have seen”



PURPOSES

- To give a feeling of _____
- To _____ your arguments
- To inspire _____ or respect for ideas
- To help your audience _____ your speech!

SUGGESTED METHODS

- Repeat theme or _____ given earlier
- Use appropriate _____ or illustration
- Give an apt _____
- Suggest future _____
- Review _____ made
- Refer back to the _____ with a “catchy” _____ or _____

CHAPTER **10**

C H A P T E R

Outlining the Speech

Stephen E. Lucas

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Slide 5

Visual Framework

The pattern of symbolization and indentation in a speech outline that shows the relationships among the ideas of the speech.

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Example of Visual Framework

- I. Main point
 - A. Subpoint
 - B. Subpoint
 - 1. Sub-subpoint
 - 2. Sub-subpoint
- II. Main point
 - A. Subpoint
 - 1. Sub-subpoint
 - 2. Sub-subpoint
 - B. Subpoint

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Slide 7

Bibliography

A list of all the sources used in preparing a speech.

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Side 8

Speaking Outline

A brief outline used to jog a speaker's memory during the presentation.

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Side 9

Guidelines for the Speaking Outline

- Follow the visual framework used in the preparation outline
- Make sure the outline is plainly legible
- Keep the outline as brief as possible
- Give yourself cues for delivering the speech

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Side 10

Delivery cues

Directions in a speaking outline to help a speaker remember how she or he wants to deliver key parts of the speech.

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Paint a picture in the mind of the audience



Chapter 11: Using Language

*Use your imagination to
tell your story*



Words have 2 meanings

Denotation:

Connotation:

Abstract language:

Concrete language:

Imagery:

Simile:

Metaphor:

Rhythm:

Parallelism:

Repetition:

Alliteration:

Antithesis:

Using Inclusive Language

Definition:

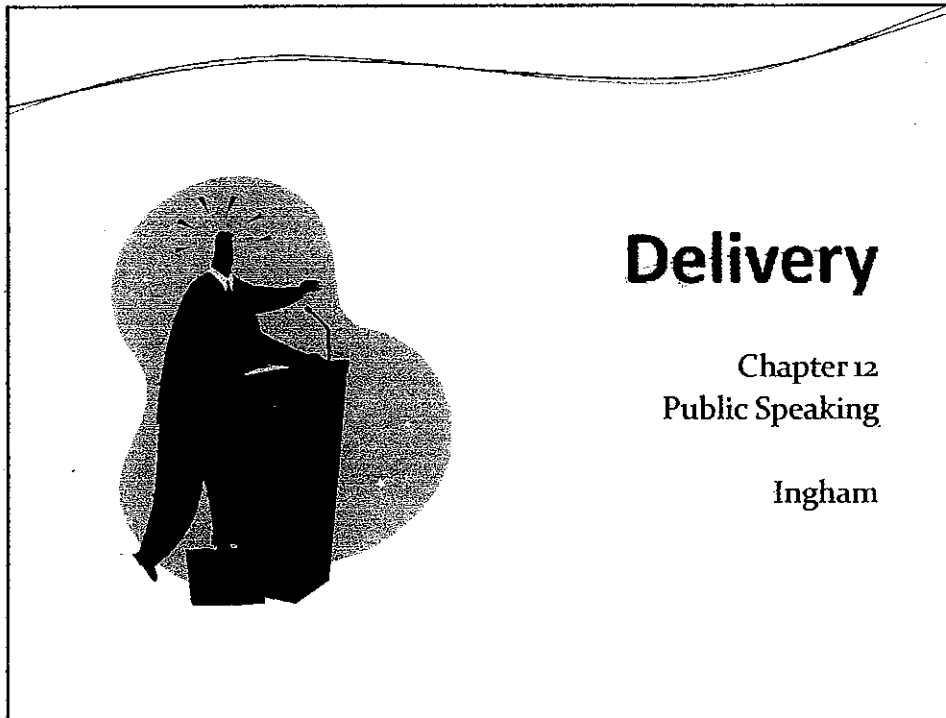
Avoid –

Avoid –

Avoid –

Avoid –

Use names that



Methods of Speech Delivery

- **Manuscript:** A speech that is written out _____ and read to the audience
- **Memory:** A speech _____
- **Impromptu:** A speech delivered with _____ immediate _____
- **Extemporaneous:** A carefully prepared and rehearsed speech that is presented _____

Elements of the Speaker's Body

1.

2.

3.

4.



Elements of the Speaker's Voice

• _____: Loudness or softness

• _____: Highness or lowness

• _____: Speed

• _____: a momentary break in speech

• _____: Changes in a speaker's rate, pitch, and volume that give the voice variety and expressiveness



Speaker's Voice Elements...

- **Pronunciation:** The accepted standard of _____ for words in a given language
- **Articulation:** The _____ of particular speech sounds
- _____: A variety of language distinguished by variations of accent, grammar, or _____
- General American Dialect – a standard of speech

First Impressions

- It only takes _____ to make a first impression
- What makes-up a first impression?
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.



* If you make a bad impression on someone, it takes approximately _____ with that person to undo the negative first impression!

How do I make a good first impression in public speaking?

- Step up to the front with _____
- Stand in a _____ position
- Use a pleasant _____
- Let actions and _____ be clearly seen
- Fear is normal. _____.



More presentation "tips"

- _____ better than the audience
- Speak slowly - this will keep you _____
- Visualize - _____
- _____ your cards
- Note your _____ (Delivery cues)



Preparing for a Question-and-Answer Session

- 1.
- 2.



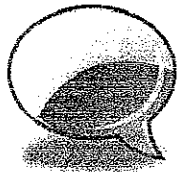
Managing a Q & A Session

- Clarify the format
- _____
- Listen carefully
- Direct answers to _____
- Be _____
- Stay on track

Activities

Distinguishing Vowels
 Distinguishing Consonants
 "To sit in solemn silence"

"Oh".....



- (that hurts)
- (how lovely)
- (so what)
- (well, perhaps)
- (look out)
- (don't be so rude)
- (do you expect me to believe that)

C H A P T E R **13**

Using Visual Aids

Stephen E. Lucas

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Slide 2

Advantages of Visual Aids

- Clarity
- Interest
- Retention
- Credibility
- Persuasiveness

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Kinds of Visual Aids

- Objects
- Models
- Photographs
- Drawings
- Graphs

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Kinds of Visual Aids

- Charts
- Video
- Transparencies
- Multimedia presentations
- The speaker

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Models

Objects, usually built to scale, that represent other objects in detail.

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Kinds of Models

- Full-scale model
- Small-scale model of a large object
- Large-scale model of a small object

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Photographs

- Must be large enough to be seen easily by all listeners
- Convert photographs to transparencies and show them with an overhead projector
- Show photographs with PowerPoint or another multimedia program

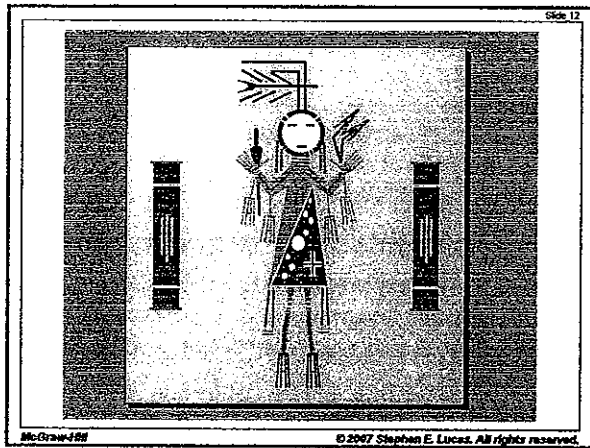
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Slide 11

Drawings

- Can be a useful alternative to photographs
- Must be large enough to be seen easily by all listeners

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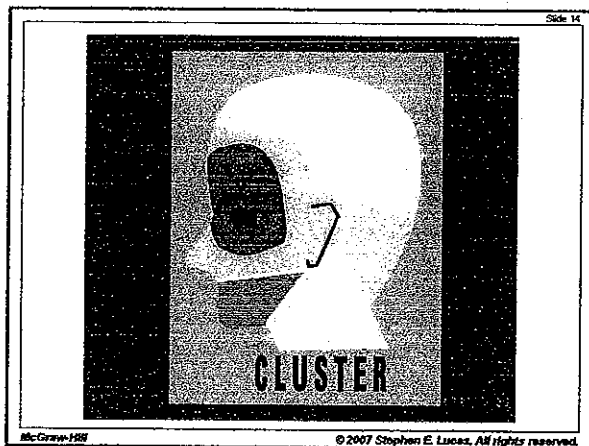


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This si wrat a qerson with dylexia mihtg æ wdem reding this zentnce.



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Graphs

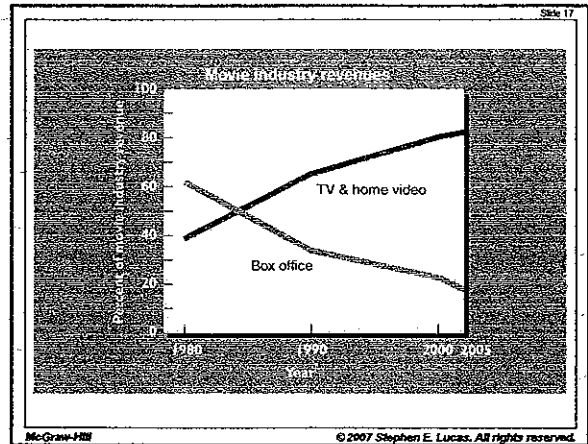
Visual aids used to show statistical trends and patterns.

Slide 16

Line Graph

A graph that uses one or more lines to show changes in statistics over time or space.

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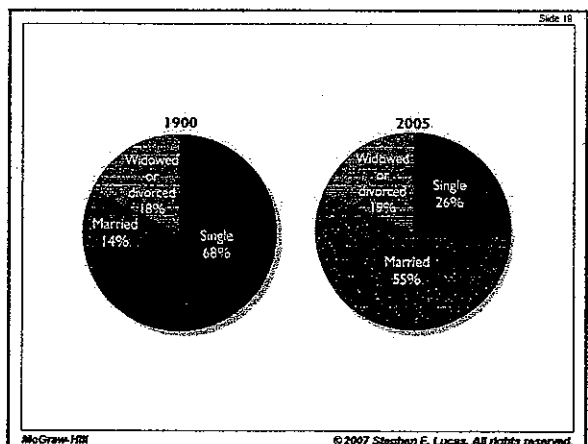


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Pie Graph

A graph that highlights segments of a circle to show simple distribution patterns.

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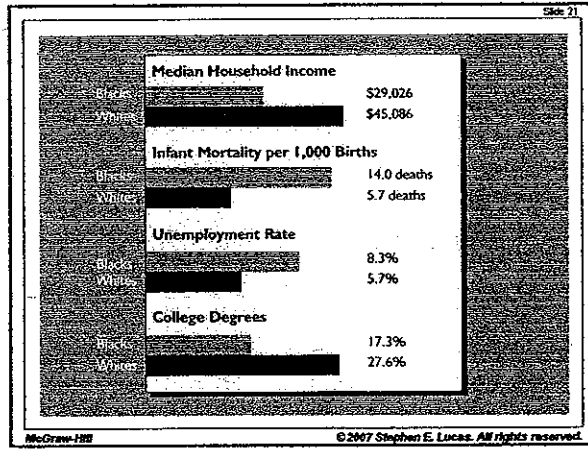


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Bar Graph

A graph that uses vertical or horizontal bars to show comparisons among two or more items.

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Chart

A visual aid that summarizes a large block of information, usually in list form.

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Region of Birth	Percent of U.S. Immigrants
Asia	33 percent
Mexico	19 percent
Europe	15 percent
Caribbean	10 percent
Central America	7 percent
South America	7 percent
Africa	6 percent
Other	3 percent

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Slide 27

Video

- Use video only when it is essential to communicate your message
- Edit video so it is smoothly integrated into your speech
- Make sure you can run the video equipment properly

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Multimedia Presentation

A speech that combines several kinds of visual and/or audio aids in the same talk.

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The Speaker as a Visual Aid

- The speaker's body can be used as a visual aid when demonstrating a procedure
- Doing a demonstration requires special practice to coordinate the speaker's words and actions

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Slide 32

Guidelines for Preparing Visual Aids

- Prepare visual aids in advance
- Keep visual aids simple
- Make sure visual aids are large enough
- Use fonts that are easy to read
- Use a limited number of fonts
- Use color effectively

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Slide 33

Guidelines for Presenting Visual Aids

- **Avoid using the chalkboard for visual aids**
- **Display visual aids where listeners can see them**
- **Avoid passing visual aids among the audience**

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Slide 34

Guidelines for Presenting Visual Aids

- **Display visual aids only while discussing them**
- **Talk to the audience, not to your visual aid**
- **Explain visual aids clearly and concisely**
- **Practice with your visual aids**

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4 Major Types of Informative Speeches

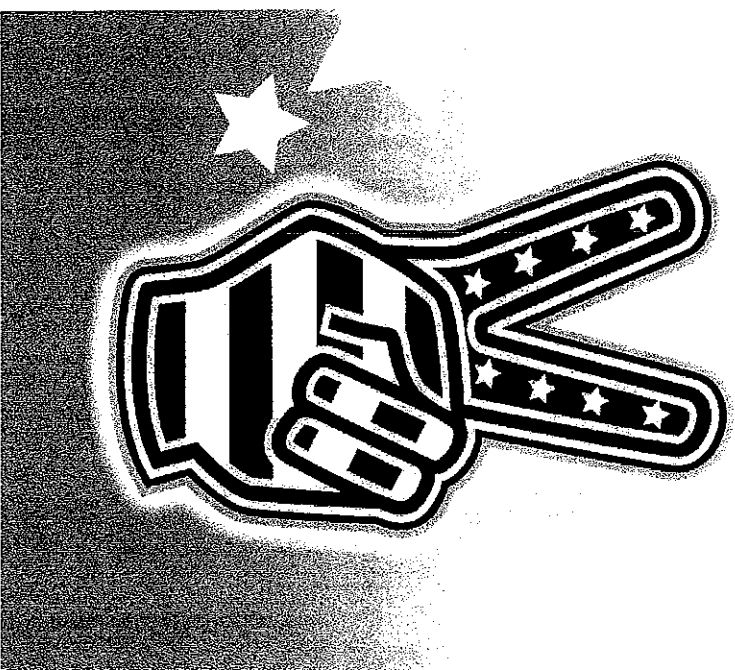
Speeches about **OBJECTS**

Speeches about **PROCESSES**

Speeches about **EVENTS**

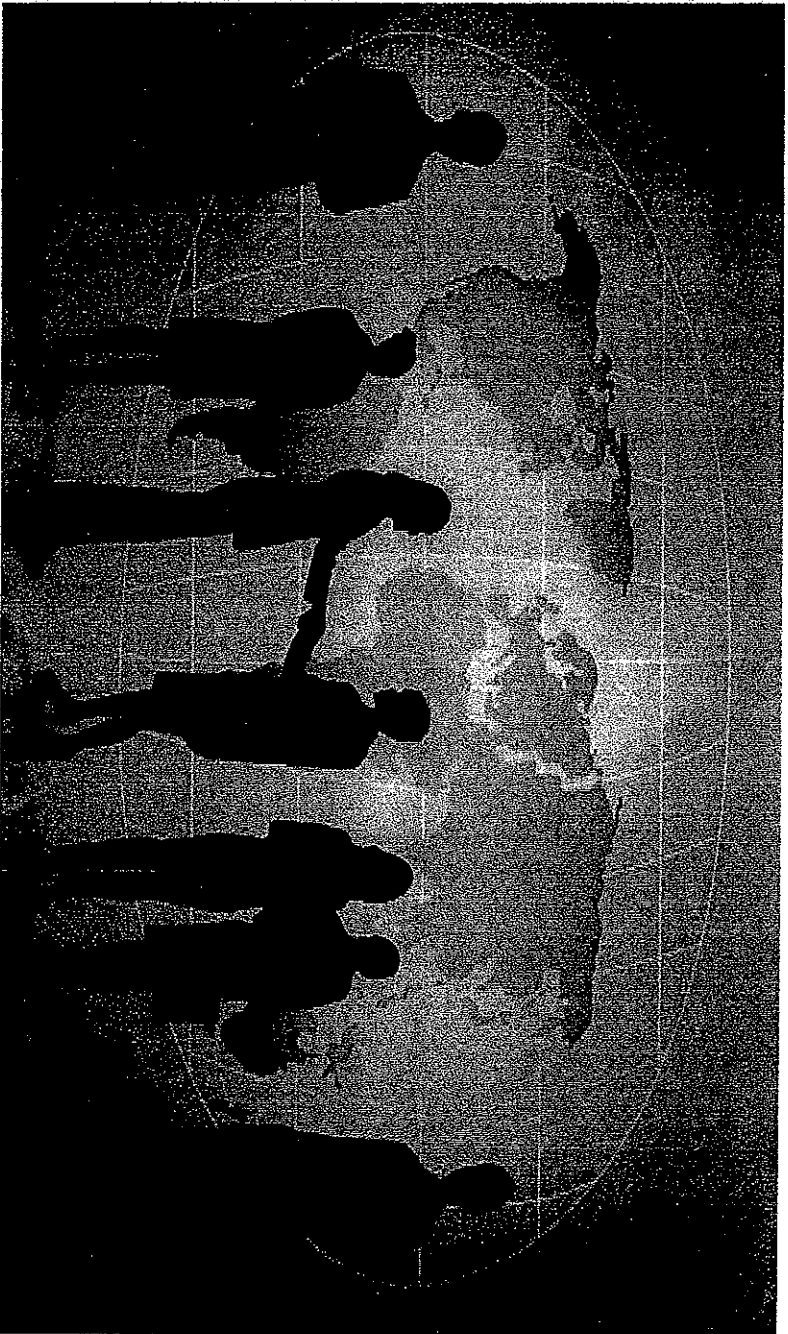
Speeches about **CONCEPTS**

Nonverbal Communication Notes



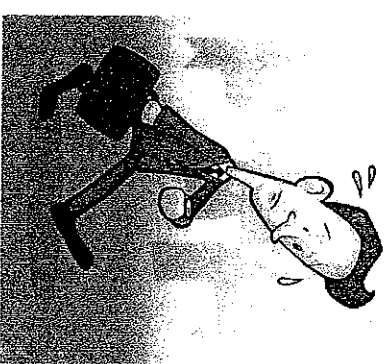
Persuasion (Ch. 15) Notes

NONVERBAL COMMUNICATION



Nonverbal Elements

- ▣ _____ Appearance
- ▣ _____ and _____
- ▣ Movement
- ▣ G _____
- ▣ _____
- ▣ _____ Expressions
- ▣ _____ Management
- ▣ _____ of _____



Nonverbal tidbits

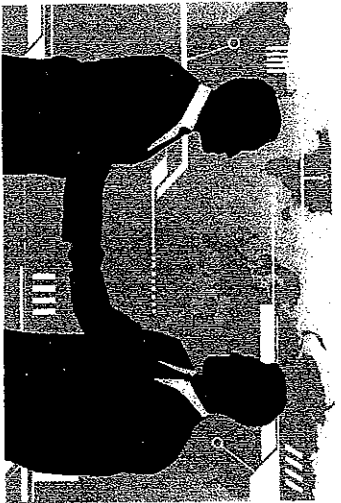
- ▣ Nonverbal communication is very _____ driven. (don't make assumptions!)
- ▣ Listeners tend to believe _____ language over words



Gestures

- ▣ Speeches need gestures to add effect. 5-10 per speech.
(Practice)
 - First, I'd like to tell you about...
 - On one hand... while on the other hand...
 - This is a very important point...
 - Under NO circumstances...
 - For the next step in this series...
 - I have a vision for the future...
 - I cannot believe...
 - This process is complicated...





Handshakes

▣ Handshakes should be web-to-web, firm, and brief.

▣ Activity #1:

- ❖ The Dead Fish - NO!
- ❖ The Damsel in Distress -NO!
- ❖ The Bone Crusher - NO!
- ❖ The Politician Handshake - Probably not.
- ❖ Now Practice your best handshake with several people in the class - YES!

Chapter 15: Persuasion

- ▣ Definition:
- ▣ Ethics & Persuasion:
- ▣ Mental Dialogue:
- ▣ Target Audience:
- ▣ Types of Persuasive Speeches (3)
 1. Questions of Fact:
 2. Questions of Value:
 3. Questions of Policy:

MONROE'S MOTIVATED SEQUENCE

Definition:

Steps:

Attention:

Need:

Satisfaction:

Visualization:

Action:

Adolf Hitler Military Conference

August 22, 1939

"We have nothing to lose... we can only gain! No one knows how long I shall live. Therefore, a showdown, which it would not be safe to put off for four to five years, had better take place now. Besides the personal factor, the political situation is favorable to us. England is in great danger; France's position has also deteriorated, Rumania is weaker than before. The destruction of Poland has priority. I shall give propogandists a reason for starting the war. Never mind whether it is plausible or not.

The victor will not be asked afterward whether he told the truth or not. Close your hearts to pity. Act brutally. Eighty million people must obtain what is their right. Destroying man is right. Be steered against all signs of compassion. Be harsh, remorseless. In starting an interview of war it is not right that matters... but victory."

Persuasion

Chapter 16

- 4 Main Components (CERE)

- _____
- _____
- _____
- _____



3 Persuasive Appeals



Aristotle's Terms

- *Ethos* -
- *Logos* -
- *Pathos* -



Credibility

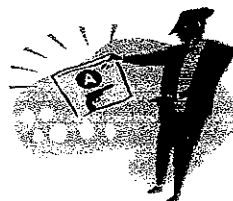
A Speaker's Qualifications
(2 Main Factors)

- _____ - Intelligence & Expertise
- **Character** - _____
- Specifically, _____ is influenced by: sociability, dynamism, physical attractiveness, and perceived similarities between the speaker and the audience (common ground)

Evidence

Supporting materials used to prove or disprove something

- _____
- _____
- _____



Reasoning (p. 444)

The process of drawing a conclusion based on evidence

- Reasoning from Specific Instances:
- Reasoning from Principal:
- Causal Reasoning:
- Analogical Reasoning:



Fallacy

An error in reasoning

- Red Herring: Introducing an _____ issue to divert attention from the subject.
- Bandwagon: Persuading with _____ "everyone's doing it!"
- Ad Hominem: Name-calling; attacking the _____ rather than the issue.
- Slippery Slope: Taking 1st step will lead to _____ that can't be prevented.
- Either-or: Offers only _____ choices.

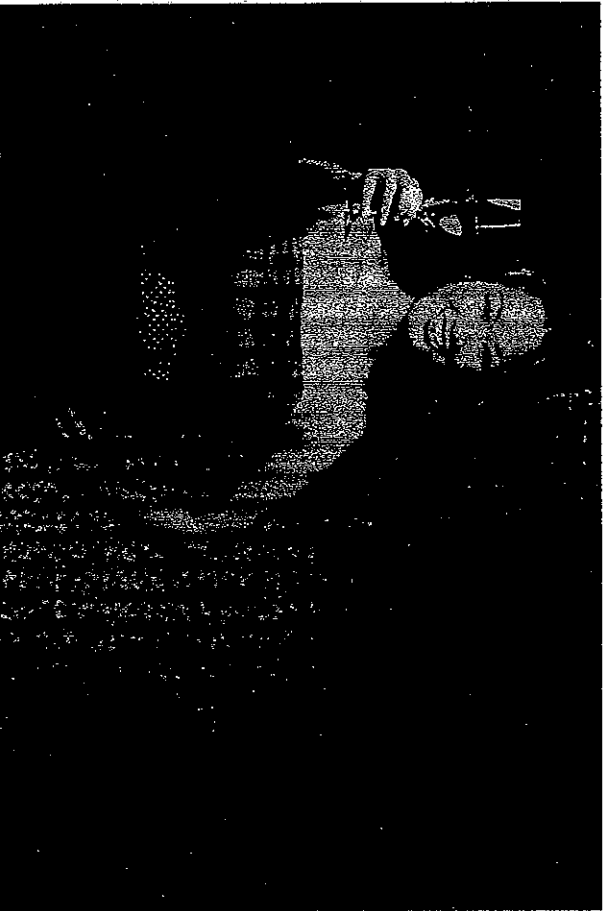
Emotional Appeals

- _____
- _____
- _____
- _____
- _____



- How do I appeal to Emotion?
 1. Vivid Examples
 2. Sincerity & Conviction

Special Occasion Speeches



Chapter 17

Public Speaking

Speech of Introduction: Introduces main speaker to the audience.

❖ _____

❖ _____

❖ _____

Speech of Presentation: Presents someone a gift or an award. (p. 474)

□ _____

Speech of Acceptance: A speech that gives thanks for a gift or an award, or some other form of public recognition. (p. 475)

➤ _____

➤ _____

Commemorative Speech: A speech that pays tribute to a person, a group of people, an institution, or an idea.

○ _____

After-Dinner Speech: A speech to entertain that makes a thoughtful point about its subject in a lighthearted manner.

✓ _____


✓ _____

Proposing a Toast: Raising a glass of wine or champagne to recognize someone at a special occasion.

❖ _____

<http://www.mahalo.com/How to Give a Toast>


Small Groups
Chapter 18



Leader:
A person who has the ability to influence group members to help achieve the goals of the group.

Small Group:
A collection of 3-12 people who assemble for a specific purpose.


Leadership




- ❖ No Specific Leader
- ❖ Implied Leader
- ❖ Emergent Leader
- ❖ Designated Leader

Leadership Jobs

- Procedural Needs
- Task Needs
- Maintenance Needs




Personal Responsibilities



- Commit to group goals
- Fulfill assignments
- Avoid conflicts
- Encourage participation
- Keep discussion on track


The Reflective Thinking Method




1. Define the problem
2. Analyze the problem
 - How severe is the problem?
 - What are the causes?
3. Establish criteria for the solutions
4. Generate potential solutions
 - Brainstorming
 - Creativity
 - Equal participation
 - Piggy back thinking
5. Select the best solution


Presentation Styles


- Oral Report
- Symposium
- Panel Discussion





Small Group Personalities


 **The Clown**


The Know-it-all 


 **The No Person**

 **The Yes Person**

The Friend 

 **The Thinker**

 **The Watchdog**

The Daydreamer 

True Communication with True Colors

by Mary Miscisin

"I know you think you understand what you thought I said, but I'm not sure you realize that what you heard is not what I meant."

Have you ever tried to communicate something to someone and it just didn't come out right? Or perhaps you thought it came out right but they took it wrong? Why is it that communication flows so smoothly with some while with others it can be bumpy and frustrating? Of course the mood you are in, your relationship with the person, (boss to subordinate, spouse, best friend...) and your background, such as education or expertise in an area, will have an influence on the way you communicate-but there is something more. The way you communicate with others has a great deal to do with your basic personality.

We all have a blend of characteristics that make up our personality. These characteristics have an effect on the way we communicate. Although there are numerous systems for explaining our behaviors and the origins of our personalities, the True Colors communication model is one of the easiest to remember and most fun to apply. Following are some general descriptions of the communication styles of the four colors in the True Colors model. Read over the descriptions and determine which one is closest to your particular style.

BLUE COMMUNICATION

A Blue's world revolves around people, relationships, and fostering growth in themselves and others. When speaking, they first focus their attention on establishing a relationship or reconnecting with the person. The information they wish to convey is woven into this relationship-building endeavor.

Friendly, Helpful, Empathetic

Optimistic

Expressive with Emotion

Fostering or Maintaining Harmony

May use metaphors to embellish points

TIPS FOR COMMUNICATING WITH BLUES

Acknowledge Them

Show Appreciation

Include them

Have patience

Don't "bark" orders

GOLD COMMUNICATION

Golds are generally respectful and responsible. They listen for details so they know what their part is. They usually size up a situation for what would be most appropriate before responding.

Purposeful, Plans Ahead

Respectful, Appropriate

Supportive of Policies and Rules

Detail Oriented, Chronological

Loyal, Devoted

TIPS FOR COMMUNICATING WITH GOLDS

Be Prepared, Give Details

Stay on Target, be Consistent

Show Respect

Don't Interrupt

Recognize Their Contributions

GREEN COMMUNICATION

Greens for the most part, communicate for the purpose of gaining or sharing information. During a conversation, their attention is usually focused on the matter at hand, not on the relationship.

Logical and Objective

Includes Facts and Information

Big Picture, Conceptual

Questioning, Critiquing

Wry Sense of Humor

TIPS FOR COMMUNICATING WITH GREENS

Allow Them Time to Ponder

Skip the "small talk"

Avoid Redundancy

Give Big Picture or Point first, then fill in details if asked

Don't misinterpret their need for info as interrogation

ORANGE COMMUNICATION

Generally, Oranges want to share their opinion the minute it hits their mind. Interested in taking action and being expedient, they may skip the softeners and go straight for the "punch-line".

Casual, Playful

Spontaneous, Now Oriented

Fast-Paced, Changes Subjects Quickly

Straightforward

Active, Involved, Mobile

TIPS FOR COMMUNICATING WITH ORANGES

Use "Sound Bites"

Move with Them While They Multitask

Appreciate Their Flair

Allow Options and Flexibility

Lighten Up

Identifying your style and those of others gives you insights to help you improve communication. Instead of trying to get others to change, recognize what you can do. The next time you have an interaction with another person, notice what style is most dominant for them. Remember the suggested tips and experiment with which ones work best with each individual. Like learning to drive, it gets smoother and more automatic with practice.

Mary Miscisin is the author of *SHOWING OUR TRUE COLORS - A Fun, Easy Guide for Understanding and Appreciating Yourself and Others*.

(c) 2002 Mary Miscisin, All Rights Reserved. www.PositivelyMary.com

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Cover Letters

A cover letter is the letter that introduces you to your potential employer. It entices the reader to examine your resume to really see if you are the person for the job.

There Are 11 Basic Components To A Good Cover Letter

① Every cover letter needs to have your address on it, either in a letterhead or typed at the top as shown...give it the professional look you want!

② The date you are writing is the next important part of the letter. Keep a copy of the letter so you can know when your first contact was made.

③ Always type the address just as it appears in the advertisement or job posting.

④ This is called the "salutation." Every letter should have one...it's your way of saying "hello." If you don't know a name, use the salutation shown.

⑤ The first paragraph is the statement of your purpose of writing...you identify the job you are applying for and tell them you are interested and qualified.

⑥ This is the "meat and potatoes" of your letter. This is where you *toot your own horn!* Here is where you highlight your qualifications and personal attributes that match those requested in the advertisement. This is not the place to be shy...tell them how good you really are!!! Of course, honesty is a necessity, but don't under-sell yourself!

① 45 Ace Drive
Your Town, NC 99999
② Today's Date

Box 727 ③
c/o Times Herald
Alltown, NC 99999

Dear Sir or Madam: ④

⑤ I am writing regarding your advertisement in the Sunday edition of the *Times Herald*. I believe that I am qualified for the personnel assistant position. My resume is enclosed for your review.

⑥ I have worked for two years as an administrative assistant in the human resources department of a large medical center. In this job, I was responsible for a weekly payroll for 24 people, maintained bank accounts and conducted training for new employees.

① I would welcome the opportunity to discuss my qualifications with you.

② I can be reached by phone at 555-4545 during the evening. If you do need to contact me during the day, I can be reached at work, with discretion please, at 555-1212.

③ Sincerely,

④ Mary Smith Doe

Enclosure: Resume ⑤

① The next to last paragraph of your letter is where you try to "set the hook" ...don't let 'em get away! If you are feeling aggressive (which you should be!)...you could state here that you will be calling next week to see if an interview can be arranged. NOTE: If you do this, be sure you do call exactly when you say you will or you will lose your credibility right off the bat! If you don't feel comfortable with the aggressive stance, use this paragraph to tell them you would certainly welcome an opportunity for an interview and hope to hear from them!

② Always include your telephone number. If possible, include both a day time and an evening number.

③ This is the close of the letter. Always use one. If you prefer a closing with more than one word (Very truly yours or Sincerely yours), be sure you capitalize only the first word and always use an ending comma for proper punctuation.

④ Type your name here. There are always four spaces between the close and your signature line. This means you hit return (enter) four times after the comma in the closing. Make sure you actually sign it in this area.

⑤ Be sure that you note on the letter that your resume is enclosed and then, for heaven's sake...don't forget to enclose it! Talk about starting off on the wrong foot!!!

Review the JobShop Form, *Sample Cover Letters*

Chronological and Skills Resumes

There are two basic types of resumes: Chronological and Skills (sometimes called, Functional). Review the JobShop Brief, Resume Writing Made Simple and the JobShop Form, Sample Chronological Resumes.

Sample Chronological Resume

①→

②→

③→

④→

⑤→

⑥→

Joseph H. King	
1312 Monroe Street, Any Town, NC 99999	
(999)756-9023 jhk@internet.net	
<u>Job Objective</u>	
To obtain a position in sales utilizing my customer service skills and excellent communications and mathematical abilities.	
<u>Employment Experience</u>	
1992 - present	Salesman Medical Markets, Inc. Your Town, IL 99999
Duties:	Inside and outside sales, cold marketing calls, tracking customers orders and merchandising.
1980 - 1992	Sales Assistant K and O Used Auto Sales MyTown, MA 99999
Duties:	Assisted sales staff with stocking, customer service and inventory.
<u>Education and Training</u>	
1992	B.S. in Marketing/North Carolina State University
1989	A.A.S. in Business Administration MyTown Community College, NC
<u>Skills</u>	
Customer Service Sales Database	Accounting Public Speaking

1. **Name** - Use formal name; no nicknames; example, use Joseph H. King, not Joe King. Type your name in a larger font than anything else on the Resume. After all, that is what you want people to notice and remember: your name. Using a horizontal graph line under your name like the one in the example makes a nice appearance.

2. **Address/Telephone Number** - You should always use your complete, un-abbreviated address, including zip code. Use a telephone number that will be answered at all times - preferably your own, or that of a friend who will take messages for you. Always include the area code. You may include your Internet e-mail address.

3. **Job Objective/Position Desired** - Whether you call it a job objective, position desired, job desired, career objective, etc., this should be a brief, clear statement targeting the type of position you want (rather than just one specific job). This statement should include the skills that enable you to perform the desired job.

4. **Experience/Work Experience** - List most recent job first and then go backward. If work experience is slim, include any unpaid/volunteer experience. Cover gaps in experience with school/home, or whatever you were doing during this time period, rather than leaving it blank. Include dates of employment, job title, company name and location and description of duties performed. Use action words whenever possible to make a positive statement.

5. **Education and Training** - If your education and training are more relevant to the job than your work experience, put this category first; otherwise put it after experience. Include any education and training that is relevant to the job.

6. **Special Skills/Abilities** - You can use this category to cover any other skills and abilities that you want an employer to know. Some examples are: good interpersonal/communication skills, attention to detail, require little or no supervision, etc.

Setting the Stage...

The cover letter is your passport to a possible job interview. Do not minimize its importance. Approach your letter with seriousness. It is as important as your resume. You want the reader to be impressed with your cover letter. You want the reader to want to talk to you. There are whole books available in libraries and stores on cover letter formats.

Obtaining a Name...

Do some detective work. Locate the phone number of the organization to which you are applying. Call and politely ask the person who answers the phone who is responsible for hiring the position that is available. Make sure you obtain the exact spelling of the person's name and verify it. Also, ask for the exact title of the person since titles vary from organization to organization.

Word Choices

How you word your letter is very important:

Don't just say...

I ran a cash register.

I babysat.

I worked as a waitress.

I was a night manager at a convenience store.

I answered the phone.

I can type.

I fixed cars.

I was a receptionist.

When you can say this!

I operated a cash register and was responsible for balancing the cash drawer at the end of each shift.

I was responsible for the daily care of two children. This included preparing nutritious meals, planning educational activities for them and providing a safe and enjoyable atmosphere.

I have experience hosting, as well as waiting tables. I am quick with my side work and have over a 30% rate of tipping.

As night manager at the convenience store, I was responsible for the total operation of the store including cash register operation, cash balancing, restocking, maintaining a neat and clean environment, dealing with vendors and ensuring friendly and prompt service to the customers.

I handled multiple phone lines, routed calls, and took messages.

I have experience typing correspondence, reports and other documents from copy, as well as from a dictation machine.

I have experience trouble-shooting and repairing both domestic and foreign autos.

I handled multiple phone lines, transferred calls, took messages and made appointments. In addition, I received visitors, directed inquiries and ensured a smooth flow of office traffic.

Matching your qualifications to the job....

Are you qualified for the job? Employers often list the qualifications of the perfect person, hoping to find someone who comes close. If you don't have every qualification listed, don't scratch it off. What you want to do is help the reader see that you are very close to that perfect person.

- Read the advertisement closely.
- Write down the qualifications listed by the employer on one side of a paper.
- On the other side, write down your qualifications that closely match those requested.
- Use these items in your letter.

Qualifications:

5 years experience in an office setting.
Word processing experience.
Ability to handle changing priorities.

Qualifications I Possess:

I have 5 years of office experience.
I have knowledge of both *WordPerfect* and *Word*.
I handle pressure well, can prioritize and am detail-oriented.

ACTION VERBS FOR COVER LETTERS & RESUMES

Leadership & Management

administered	attained	conducted	contracted	controlled
coordinated	directed	employed	enacted	exceeded
executed	expanded	grouped	guided	headed
hired	implemented	incorporated	initiated	instituted
maintained	managed	marketed	monitored	motivated
obtained	organized	performed	produced	reduced
repositioned	retained	revised	strengthened	supervised
trimmed	turned around	undertook	was responsible	

Organization & Implementation

advised	analyzed	arranged	budgeted	catalogued
collaborated	consulted	compared	compiled	completed
computed	decreased	distributed	enlarged	examined
expanded	facilitated	generated	improvised	increased
indexed	leveraged	redesigned	reorganized	restructured
reviewed	revised	scheduled	sponsored	strengthened
synthesized	systematized	verified		

Promotion & Sales

convinced	generated	improved	increased	influenced
launched	marketed	persuaded	promoted	recommended
represented	secured	sold	targeted	accounted for

Research & Development

analyzed	automated	classified	designed	determined
developed	differentiated	equated	experimented	invented
investigated	related	researched	searched	solved
structured	synthesized	theorized		

Problem-Solving

accomplished	awarded	balanced	closed	corrected
determined	diverted	eliminated	evaluated	handled
identified	improved	investigated	mediated	negotiated
pioneered	proposed	recruited	resolved	satisfied
sorted	strengthened	surpassed	assured	

Interpersonal Communications

counseled	demonstrated	disseminated	edited	facilitated
instructed	interviewed	moderated	participated	prepared
presented	presided	served as	wrote	approved

Initiative & Creativity

arranged	conceived	created	designed	developed
devised	enabled	enhanced	formulated	initiated
invented	innovated	originated	packaged	prepared
produced	refined	reshaped	resolved	solved
structured				

Management Verbs

administered	analyzed	assigned	attained	chaired
consolidated	contracted	coordinated	delegated	developed
directed	evaluated	executed	improved	increased
organized	oversaw	planned	prioritized	produced
recommended	reviewed	scheduled	strengthened	supervised

Communication Verbs

addressed	arbitrated	arranged	authored	collaborated
convinced	corresponded	developed	directed	drafted
edited	enlisted	formulated	influenced	interpreted
lectured	mediated	moderated	negotiated	persuaded
promoted	publicized	reconciled	recruited	spoke
translated	wrote			

Research Verbs

clarified	collected	diagnosed	evaluated	examined
extracted	identified	inspected	interpreted	interviewed
investigated	organized	reviewed	summarized	surveyed
systematized				

Technical Verbs

assembled	built	calculated	computed	designed
devised	engineered	fabricated	maintained	operated
overhauled	programmed	remodeled	repaired	solved
upgraded				

Teaching Verbs

adapted	advised	clarified	coached	communicated
coordinated	demystified	developed	enabled	encouraged
evaluated	explained	facilitated	guided	informed
instructed	persuaded	set goals	stimulated	trained

Management Verbs

administered	allocated	analyzed	appraised	audited
balanced	budgeted	calculated	computed	developed
forecasted	managed	marketed	planned	projected
researched				

Creative Verbs

acted	conceptualized	created	customized	designed
developed	directed	established	fashioned	founded
illustrated	initiated	instituted	integrated	introduced
invented	originated	performed	planned	revitalized
shaped				

Helping Verbs

advocated	assessed	assisted	clarified	coached
counseled	demonstrated	diagnosed	educated	expedited
facilitated	familiarized	guided	motivated	referred
rehabilitated	represented			

Clerical or Detail Verbs

approved	arranged	catalogued	classified	collected
compiled	dispatched	executed	generated	implemented
inspected	monitored	operated	organized	prepared
processed	purchased	recorded	retrieved	screened
specified	systematized	tabulated	validated	

Accomplishment Verbs

achieved	expanded	improved	pioneered	reduced (losses)
resolved (problems)	restored	spearheaded	transformed	