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Resume & Career · Book 2

Cover Letter Mastery

Write short, honest cover letters that make employers want to meet you — even for your very first job

Total beginner · ages 15 and up | About 75 minutes | 10 chapters with quizzes | Free

A cover letter is a short, friendly hello to an employer. Let's write yours — starting from zero!



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Cover Letter Mastery

Write short, honest cover letters that make employers want to meet you — even for your very first job

Resume & Career, Book 2 · First edition, November 2026

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Drafted with the help of AI tools, then edited and published by ToolsKo Learn. The information is for learning only and is not legal, tax, financial or medical advice.

Published by ToolsKo Learn · toolsko.com/learn · admin@toolsko.com. Product facts checked November 22, 2026.

What you will learn

- What a cover letter is, and when you need one
- How a cover letter differs from an application letter and a resume
- How to study a job post and a company before you write
- The T-A-P-A-T recipe for a short, honest, one-page letter
- How to write a strong opening and prove it with a real example
- How to use AI safely, send by email, and follow up politely

This is **Book 2** of the **Resume & Career** series. Book 1 helped you build your resume. Here you write the short letter that goes with it.

Our honest promise

No letter can promise you a job. A good cover letter helps an employer want to meet you. Everything in it must be true. This book is general information, not legal advice. All names and examples are made up.

Age note

This series is for ages 15 and up. In the Philippines, ages 15–17 may work only in safe jobs, up to 8 hours a day and 40 hours a week, never between 10 pm and 6 am — and school comes first. Many jobs hire only 18 and up.

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What you need

Item	Why
Your resume (from Book 1)	Your letter points to it, not copies it
One or two job posts you like	Every letter is written for one job
A simple email address with your name	You will send your letter from here
About 20 minutes a day for 2 weeks	To write, check and send your first letters

How to use this book

1 **Write as you read**

Every lesson adds one paragraph to your letter.

2 **Check your learning**

Every chapter ends with takeaways, 3 quiz questions with answers, and a practice task.

THE COVER LETTER RULE IN ONE LINE

```
This job + this company + one true proof + ask to meet + say thank you
```

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WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

Why a Cover Letter Still Matters

Your resume shows what you did. Your cover letter shows who you are and why you want this job.

Imagine two people knocking at a door. One just hands over a paper and walks away. The other smiles, says “Good day! I’m Ana, I saw you need a cashier, and I’d love to help,” and then hands over the paper. Who would you remember? A cover letter is that friendly hello.

New word: cover letter

A **cover letter** is a short letter, usually less than one page, that you send with your resume. It says which job you want, why you want it, and one or two reasons you can do it well. Think of it like the note on top of a gift box: it tells the person what is inside and why it is for them.

Do employers still read them? Many do. In one US survey of 625 hiring managers, **83%** said they always or often read cover letters, and **73%** read them even when the letter was optional. Not every company asks for one, and some barely look. But a short, true letter rarely hurts, and it can help you stand out.

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Cover letter myths

PICTURE 1 **Cover letter myths vs truths**

MYTH

What people think

- "Nobody reads cover letters."
- "Longer shows more effort."
- "One letter works for every job."
- "Just let AI write it."

TRUTH

What's really true

- Many employers still read them
- Short and clear wins: 250–400 words
- Each job needs its own letter
- AI can help, but it must sound like you

Knowing the truth saves you time and helps you write a letter that people actually want to read.

Where the letter fits

PICTURE 2 **Your application package**

1. **Job post** — What they need
2. **Cover letter** — Hello and why you
3. **Resume** — Proof of what you did
4. **Interview** — Let's talk

The job post asks. Your letter answers with a friendly hello. Your resume gives the proof. Together they open the door to an interview.

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The big idea of this book

A cover letter is a short, honest note that says: I want this job, I like this company, here is proof I can help, let's talk. It is not your life story. It is a friendly, true hello.

A real-world example

Paolo, 21, sent only his resume to 15 online jobs and heard nothing. Then he started adding a short letter to each one: the job title, one thing he liked about the company, and one true example — "I answered about 30 buyer chats a day for our family's online shop." In two weeks he got two interview calls. Same resume — but now it came with a friendly hello.

QUICK RECAP

A cover letter is a short letter you send with your resume. It says which job you want, why you want it, and why you can do it well. Many employers still read them, even when optional. Keep it short and true, and write a new one for each job. Big idea: I want this job, I like this company, here is proof, let's talk.

TRY IT NOW

Find the "ask" in job posts

1. Open PhilJobNet, a job site or your PESO's Facebook page.
2. Find two job posts you like.
3. Check if each one asks for a cover letter, an application letter, or just a resume. Write it down.

Key takeaways

- A cover letter is your friendly hello.
- Many employers still read them.
- Short, true and made for one job.
- Big idea: this job, this company, proof, let's talk.

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Quiz: 3 quick questions

1. What is a cover letter?

A. A short letter you send with your resume

B. A list of your grades

C. A contract you sign

2. In one US survey, how many hiring managers read cover letters even when they were optional?

A. 3%

B. 73%

C. 100%

3. How many cover letters should you write for 3 different jobs?

A. One for all

B. None

C. Three — one for each job

Answers

1. **A. A short letter you send with your resume** — It says which job you want and why you fit.
2. **B. 73%** — Many still read them, so a good letter can help.
3. **C. Three — one for each job** — Each letter is made for one job and one company.

PRACTICE TASK

Your "why" sentence

Pick one job post. Write one sentence: "I want this job because ___, and I can help because ___." Keep it. It will become the heart of your first letter.

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CHAPTER 2

Cover Letter Basics: The Words and the Parts

Before you write, learn the words people use and the parts of a simple letter.

Words you will use

Word	What it means	Example
Hiring manager	The person who decides who gets the job	The store supervisor or HR head
Salutation	The greeting at the start	“Dear Ms. Santos,” or “Dear Hiring Manager,”
Opening	Your first one or two sentences	I’m applying for the Cashier job I saw on your page.
Body	The middle: why you fit, with proof	One true example with a number
Call to action	A polite ask for the next step	I would be glad to talk at an interview.
Closing	The goodbye words before your name	“Sincerely,” or “Respectfully,”
Tailor	To change something so it fits one job	Use the company name and the job’s words
Attachment	A file you add to an email	Ana-Reyes-Resume.pdf

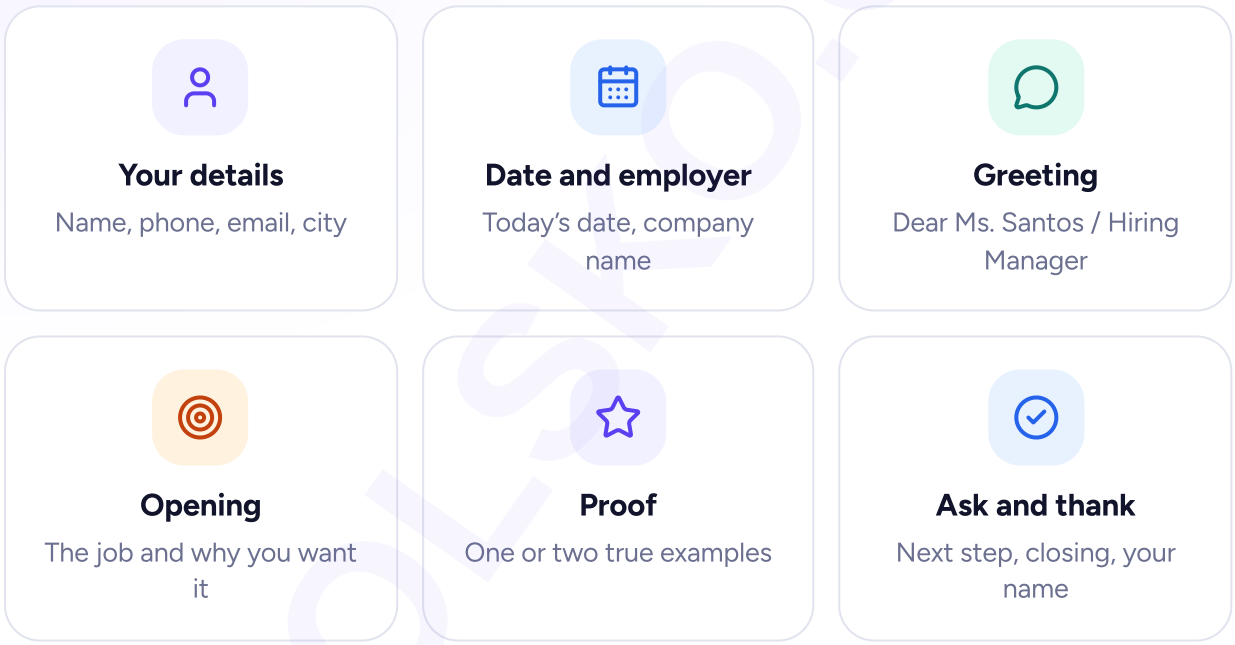
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Cover letter, application letter or letter of intent?

In the Philippines, people often use **cover letter** and **application letter** for the same thing. Some say an application letter is a bit longer and more formal, and can stand on its own. A **letter of intent** is often used when you ask about a job that is not posted yet, or for school. Think of them as cousins: same family, small differences. Always use the name the job post uses.

The parts of a simple cover letter

PICTURE 3 **The six parts of a cover letter**



Six small parts, less than one page. Fill each with short, true sentences and your letter is done.

Short is kind

JobStreet Philippines suggests **250 to 400 words**, one page, in 3 to 6 short paragraphs. At an easy reading speed of about 250 words a minute, a 300-word letter takes just over a minute to read. Respect the reader's time, like a good text message that gets to the point.

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New word: tone

Tone is how your words sound — friendly, rude, stiff or warm. It's like your voice when you greet a teacher: polite and clear, not too casual and not too stiff. A cover letter should sound polite, warm and sure of yourself.

QUICK RECAP

Learn the words: hiring manager, salutation, opening, body, call to action, closing, tailor and attachment. In the Philippines, cover letter and application letter often mean the same thing; a letter of intent is often for unposted jobs or school. A simple letter has six parts and stays at 250–400 words. The tone is polite, warm and sure.

TRY IT NOW

Label a letter

1. Find any sample business letter online or in a book.
2. Mark the greeting, opening, body, call to action and closing.
3. Count the paragraphs and guess the number of words.

Key takeaways

- Learn the main letter words.
- Cover letter and application letter are cousins.
- Six parts, less than one page.
- Polite, warm and sure — that's the tone.

Quiz: 3 quick questions

1. What is a salutation?

A The goodbye at the end

B The greeting at the start, like "Dear Hiring Manager,"

C The file you attach

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2. About how long should a cover letter be?

A 250–400 words, less than one page

B Three full pages

C One sentence

3. What is a call to action?

A A phone number

B A loud title

C A polite ask for the next step

Answers

1. **B. The greeting at the start, like "Dear Hiring Manager,"** — It is the first thing the reader sees.
2. **A. 250–400 words, less than one page** — Short and clear respects a busy reader.
3. **C. A polite ask for the next step** — It tells them what you hope happens next: an interview.

PRACTICE TASK

Set up your page

Open a blank document. Type your details at the top (name, phone, email, city), today's date, and the company name. Under it, type the six part names as headings. You will fill them in the next lessons.

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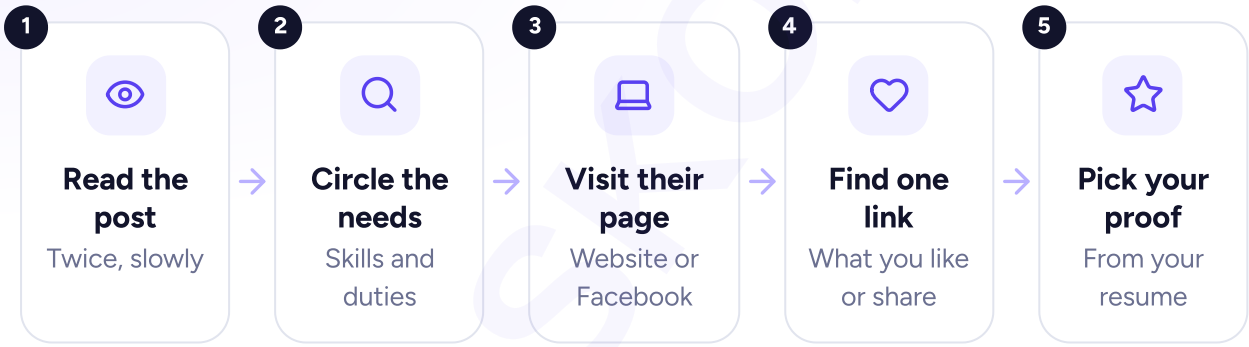
CHAPTER 3 · LESSON 1

Study the Job and the Company First

A great letter starts before you type. Ten minutes of reading helps you write something only you could send.

You wouldn't buy a gift without thinking about who it is for. A cover letter is the same. First learn what the job needs and what the company cares about. Then your letter can show that you are a good fit.

PICTURE 4 **Ten minutes of homework**



Read, circle, visit, connect, choose. Now you know what to say — and why it fits this company.

New word: requirement

A **requirement** is something the employer needs from you, like "can work weekends" or "good with numbers." It's like a shopping list: the employer is looking for someone who has the items on the list. Your letter shows which items you have.

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What to look for

Look for	Where	How you use it
The exact job title	Top of the job post	Write it in your first sentence
The top 2–3 needs	Duties and requirements	Prove one or two in your body
Words the post repeats	Whole job post	Use the same words if they are true for you
What the company does	Website, Facebook page, reviews	Say why you want to work there
Who to write to	Job post or company page	Use their name in your greeting
How to apply	End of the job post	Follow it exactly: email, form or walk-in

PICTURE 5 **Generic letter vs tailored letter**



A generic letter feels like a flyer. A tailored letter feels like it was written just for them — because it was.

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No name? That's okay

If you can't find the hiring manager's name, write **"Dear Hiring Manager,"**. It is polite and common. Avoid "To whom it may concern" — it sounds like a letter to a stranger. Use "Ms." for a woman when you don't know if she is married.

QUICK RECAP

Study before you write: read the post twice, circle the top needs, visit the company page, find one thing you like or share, and pick proof from your resume. Note the exact job title, repeated words, who to write to and how to apply. A tailored letter beats a generic one. If you don't know the name, use "Dear Hiring Manager,".

TRY IT NOW

Do your 10-minute homework

1. Take one job post and read it twice.
2. Circle the top 3 needs and the words it repeats.
3. Visit the company page and write one thing you like about it.

Key takeaways

- Study first, write second.
- Circle the top needs.
- Find one true link to the company.
- Tailored beats generic.

Quiz: 3 quick questions

1. You can't find the hiring manager's name. What greeting is best?

A Hey there!

B Dear Hiring Manager,

C To whom it may concern

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2. Why visit the company's page before writing?

A To find a true reason you want to work there

B To copy their logo

C To find their bank details

3. Which sentence is tailored?

A I am applying for any vacant position.

B I am very passionate.

C I'm applying for your Cashier job at Reyes Bakery.

Answers

1. **B. Dear Hiring Manager,** — It is polite, common and not cold.
2. **A. To find a true reason you want to work there** — A real reason makes your letter feel made for them.
3. **C. I'm applying for your Cashier job at Reyes Bakery.** — It names the exact job and company.

PRACTICE TASK

Your research card

Make a small card for one job: job title, company name, the person to write to (or "Hiring Manager"), top 3 needs, 3 repeated words, one thing you like about the company, and how to apply.

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CHAPTER 4 · LESSON 2

The T-A-P-A-T Recipe: Write Your Letter

Now write. One simple recipe gives you a short, honest letter every time.

Many people stare at a blank page and don't know where to start. A recipe helps, like cooking adobo: follow the steps in order and it comes out right. Our recipe is named after a Filipino word employers love.

PICTURE 6 **T-A-P-A-T: the cover letter recipe**

T

Tell them the job you want

"I'm applying for the Cashier job I saw on your Facebook page."

A

Add why this company

"I've bought your pandesal for years and love how friendly your staff are."

P

Prove it with one real example

"I handled cash in our family store for 2 years with no shortages."

A

Ask for the next step

"I would be glad to meet you for an interview."

T

Thank them and sign off

"Thank you for your time. Sincerely, Ana Reyes"

↓

PUT TOGETHER:

Name the job, say why this company, prove it with one true example, ask to meet, and thank them.

Named after "tapat" — honest and sincere. An honest letter is the best kind, and employers can feel it.

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New word: sincere

Sincere means you really mean what you say. It's like a real smile compared to a forced one — people can tell the difference. A sincere letter uses your own true reasons, not big empty words.

The shape of your letter

PICTURE 7 **Three short paragraphs**



For a first job, three short paragraphs are enough: hello and why, proof, then ask and thank.

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Example: Ana's full letter

Part	What Ana wrote (made-up example)
Greeting	Dear Ms. Santos,
Paragraph 1 (T + A)	I'm applying for the Cashier job I saw on the Reyes Bakery Facebook page. My family has bought your pandesal for years, and I have always liked how fast and friendly your counter staff are. I would love to be part of that team.
Paragraph 2 (P)	For the past 2 years, I helped run our family's sari-sari store after school. I served about 40 customers a day, handled cash with no shortages, and counted our stock every Sunday. I also kept our class fund records in a spreadsheet as Grade 12 treasurer.
Paragraph 3 (A + T)	My resume is attached. I can work mornings and weekends, and I would be glad to meet you for an interview at any time that suits you. Thank you for your time and for reading my letter.
Closing	Sincerely, Ana Reyes · 09XX XXX XXXX

About 130 words — short enough for a first job. All names are made up.

Your letter points, your resume proves

Don't copy your whole resume into your letter. Pick **one or two** of your best, most matching examples and tell them in a sentence or two. Your resume holds the rest, like a menu holds all the dishes while the waiter recommends just one.

QUICK RECAP

Use T-A-P-A-T: Tell them the job you want, Add why this company, Prove it with one real example, Ask for the next step, Thank them and sign off. For a first job, three short paragraphs are enough. Be sincere: use your own true reasons. Your letter points to one or two examples; your resume holds the rest.

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TRY IT NOW

Write your first T-A-P-A-T draft

1. Use your research card from Lesson 1.
2. Write one sentence for each letter of T-A-P-A-T.
3. Group them into three short paragraphs.

Key takeaways

- T-A-P-A-T: honest and simple.
- Three short paragraphs are enough.
- Sincere beats fancy.
- Your letter points; your resume proves.

Quiz: 3 quick questions

1. What does the P in T-A-P-A-T stand for?

A Prove it with one real example
B Print in color
C Promise a big salary

2. What does “sincere” mean?

A Very long
B Really meaning what you say
C Using hard words

3. Should you copy your whole resume into your letter?

A Yes, so nothing is missed
B Only the hobbies
C No — pick one or two best examples

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Answers

1. **A. Prove it with one real example** — One true example makes your letter believable.
2. **B. Really meaning what you say** — Sincere letters use your own true reasons.
3. **C. No — pick one or two best examples** — The resume already has the full list.

PRACTICE TASK

Your full first draft

Turn your T-A-P-A-T sentences into a full letter with greeting and closing. Or fill in the ToolsKo Cover Letter Generator, then edit it in your own words. Don't aim for perfect yet — the next lesson makes it strong.

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CHAPTER 5 · LESSON 3

A Strong Opening and Real Proof

The first lines decide if they keep reading. The proof decides if they believe you.

In the US survey from Chapter 1, the **introduction** was the part hiring managers said they remember most. So don't waste your first lines on "I am writing this letter to apply." Go straight to the job and a reason to care.

PICTURE 8 **Weak openings vs strong openings**

WEAK

Sleepy start

- "Greetings of peace!"
- "I am writing to apply for any position."
- "Attached herewith is my resume."
- "I am a fresh graduate seeking a job."

STRONG

Wide-awake start

- "Dear Mr. Cruz,"
- "I'm applying for your Data Encoder job."
- "I type 45 words a minute with few errors."
- "Your new branch in Lipa caught my eye."

A strong opening names the job and gives one reason to keep reading — in the first two sentences.

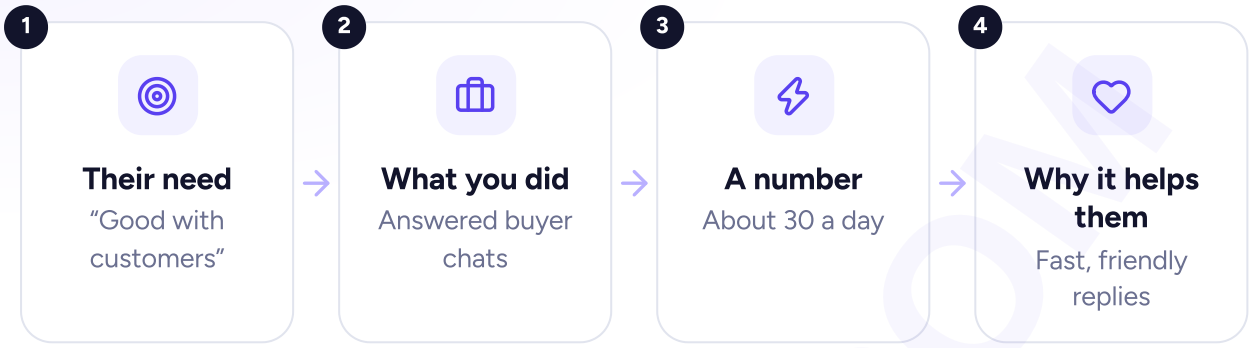
New word: cliché

A **cliché** (klee-SHAY) is a phrase used so often that it means almost nothing, like "hardworking and passionate" or "out of the box." It's like a song played so many times you stop hearing it. Replace clichés with a real example that shows the quality.

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The proof formula

PICTURE 9 **Need + action + number + benefit**



"You need someone good with customers. I answered about 30 buyer chats a day for our online shop, so I can help your customers get fast, friendly replies."

Show, don't just tell

Telling (weak)	Showing (strong, if true)
I am hardworking.	I worked in our store after school, 6 days a week, for 2 years.
I am good with customers.	I answered about 30 buyer chats a day — about 180 a week.
I am a leader.	I led a team of 5 that sold 150 fair tickets in 2 weeks.
I am a fast learner.	I learned basic Canva in one weekend and made our org's posters.

Made-up examples. Use your own true numbers.

Little experience? Show how you learn

If you have no work history yet, prove a quality instead: a school project, a club role, a family duty, or something you taught yourself. Employers hiring beginners often care most about attitude, reliability and how fast you learn.

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QUICK RECAP

The opening is remembered most, so name the job and give one reason to care in the first two sentences. Skip sleepy starts and clichés like “hardworking and passionate.” Use the proof formula: their need + what you did + a number + why it helps them. Show, don’t just tell. With little experience, prove how you learn.

TRY IT NOW

Fix your opening and proof

1. Rewrite your first two sentences to name the job and one reason.
2. Find any cliché in your letter and replace it with an example.
3. Write one proof sentence with the formula.

Key takeaways

- First lines matter most.
- Swap clichés for examples.
- Need + action + number + benefit.
- Show, don’t just tell.

Quiz: 3 quick questions

1. Which opening is strongest?

A Greetings of peace! I am writing this letter.

B I’m applying for your Data Encoder job, and I type 45 words a minute.

C Attached herewith is my resume.

2. About 30 chats a day, 6 days a week, is how many chats a week?

A 180

B 36

C 300

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3. What is a cliché?

A A rare word

B A kind of greeting

C A phrase used so much it means almost nothing

Answers

1. **B. I'm applying for your Data Encoder job, and I type 45 words a minute.** — It names the job and gives a reason right away.
2. **A. 180** — 30 × 6 = 180.
3. **C. A phrase used so much it means almost nothing** — Replace it with a real example.

PRACTICE TASK

Two proof sentences

Pick the top two needs from your research card. Write one proof sentence for each with the formula. Keep only the one that fits the job best — or both, if your letter stays under 400 words.

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CHAPTER 6 · LESSON 4

Tone, Format and Using AI the Right Way

How your letter looks and sounds matters too. And if you use AI, it must still sound like you.

Simple format rules

Item	Do this
Length	250–400 words; shorter is fine for a first job
Font	A simple font like Arial or Calibri, 11–12 point
Spacing	Single spacing, a blank line between paragraphs
Greeting	“Dear Ms. Santos,” or “Dear Hiring Manager,”
Closing	“Sincerely,” or “Respectfully,” then your full name
Look	Same font and style as your resume; no emoji, no colors

Old phrases to skip

Some old letter phrases sound stiff today: “Attached herewith,” “Greetings of peace,” “I am writing to humbly apply,” and “Thank you and God bless” in a formal letter. Use plain, polite words instead: “My resume is attached.” “Thank you for your time.” It’s like wearing neat everyday clothes instead of a costume.

Using AI the right way

AI chat tools can help you start, fix grammar or make a sentence shorter. But many letters now sound the same because people send what the AI wrote without changing it. In a 2026 US survey

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of 1,000 job seekers, about **1 in 3** said they had sent a nearly unedited AI letter at least once. Readers notice. Your real details are what make your letter different.

PICTURE 10 **AI help traffic light**



Good use

Ask AI to fix grammar, make a sentence shorter, suggest a better word, or check if your tone is polite. You stay the writer.

Be careful

Asking AI for a full first draft. Fine to start — but rewrite it with your own true examples, the real company name and your own voice.

Don't

Send an AI letter without reading it, keep skills or numbers the AI made up, or paste your ID numbers, address or other private data into an AI tool.

Green: AI as a helper. Yellow: AI as a starting point you rewrite. Red: AI pretending to be you.

New word: voice

Your **voice** is the way you naturally say things. It's like your handwriting: no one else's looks exactly the same. Read your letter aloud. If it sounds like you talking politely to a boss, the voice is right. If it sounds like a robot or a textbook, change it.

The truth rule

If an AI tool, a friend or a template adds a skill, a number or a job you didn't have, **delete it**. The interviewer may ask about every line. A letter with made-up lines can cost you the job later.

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QUICK RECAP

Format: 250–400 words, a simple 11–12 point font, single spacing, a polite greeting and closing, same style as your resume, no emoji. Skip stiff phrases like “Attached herewith.” Use AI as a helper (green), a starting point you rewrite (yellow), never as a fake you (red). Keep your own voice, and delete anything that isn’t true.

TRY IT NOW

The read-aloud test

1. Read your letter aloud, slowly.
2. Circle any line that doesn’t sound like you.
3. Rewrite those lines in your own polite words.

Key takeaways

- Simple, clean and matching your resume.
- Skip stiff old phrases.
- AI helps; you stay the writer.
- Delete anything that isn’t true.

Quiz: 3 quick questions

1. Which is a good use of AI for your letter?

A Asking it to fix your grammar

B Sending its letter without reading

C Letting it add skills you don’t have

2. Which phrase sounds stiff and old-fashioned today?

A My resume is attached.

B Attached herewith is my resume.

C Thank you for your time.

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3. What should you never paste into an AI tool?

A A sentence to shorten

B The job title

C Your ID numbers or home address

Answers

1. **A. Asking it to fix your grammar** — You stay the writer; AI only helps.
2. **B. Attached herewith is my resume.** — Plain, polite words read better.
3. **C. Your ID numbers or home address** — Keep private data private.

PRACTICE TASK

Polish your letter

Check your letter against the format table. Use the ToolsKo Word & Character Counter to keep it under 400 words, and the Readability Checker to see if it is easy to read. Fix anything that sounds stiff or robotic.

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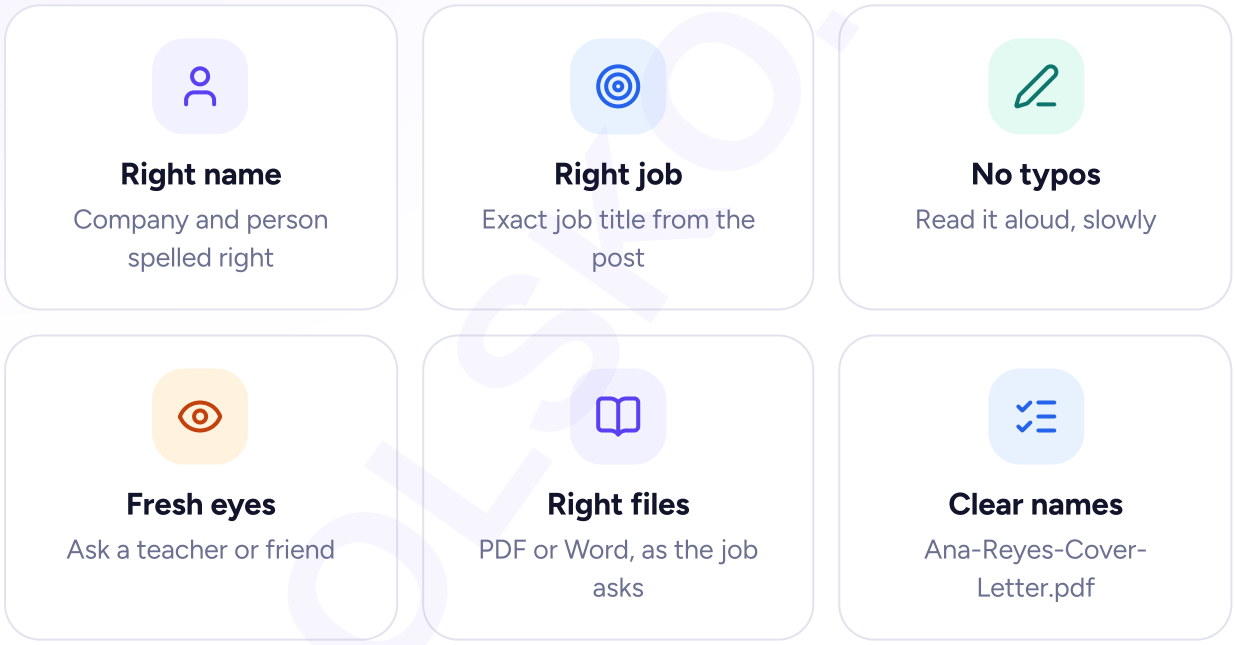
CHAPTER 7 · LESSON 5

Send, Follow Up and Stay Safe

A good letter sent the wrong way can get lost. Send it right, follow up politely, and protect yourself.

The final check

PICTURE 11 **Six checks before you send**



The worst mistake is the wrong company name. Two minutes of checking protects all your hard work.

Sending by email

Many jobs ask you to apply by email. You can paste a short version of your letter into the email body and attach your resume, or attach both as files. Follow the job post. If it says nothing, a short email message plus your letter and resume as PDFs is a safe choice.

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Part	Example
Subject	Application for Cashier — Ana Reyes
Greeting	Dear Ms. Santos,
Body	Your T-A-P-A-T letter, short version (3 short paragraphs)
Closing	Sincerely, Ana Reyes · 09XX XXX XXXX
Attachments	Ana-Reyes-Resume.pdf and Ana-Reyes-Cover-Letter.pdf

Send a test email to yourself first to check the attachments open.

New word: follow-up

A **follow-up** is a short, polite message you send later to check on your application. It's like waving again to a friend who didn't see you the first time — friendly, not pushy. If the post gives a timeline, wait for it. If not, about one week is a common wait.

A POLITE FOLLOW-UP EMAIL

```
Subject: Follow-up on my Cashier application – Ana Reyes

Dear Ms. Santos,

I applied for the Cashier job last week and wanted to check if you
need anything else from me. I am still very interested and available
for an interview.

Thank you for your time.
Sincerely,
Ana Reyes · 09XX XXX XXXX
```

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Stay safe

Never put ID numbers, bank details or your age in a cover letter — employers may not require your age or birth date during applications (RA 10911). Real employers don't ask you to **pay** to apply, to send your **OTP or bank details**, or to "work" by sending money. Look for jobs on official channels like DOLE's **PhilJobNet** and your city's **PESO**. First-time jobseekers can get many government documents free once under **RA 11261** with a barangay certification.

QUICK RECAP

Before sending, check the company name, job title, typos, a second reader, file type and file names. By email: a clear subject, a short T-A-P-A-T message, and your resume and letter attached. Test it on yourself first. Follow up politely after about a week if no timeline is given. Never share ID numbers, bank details or your age, and never pay to apply.

TRY IT NOW

Send a test email

1. Write your application email with subject, greeting, short letter and closing.
2. Attach your resume and letter with clear file names.
3. Send it to yourself and open both files on your phone.

Key takeaways

- Check the company name twice.
- Clear subject, clear files.
- Follow up once, politely.
- Never pay to apply.

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Quiz: 3 quick questions

1. What is the worst mistake to make in a cover letter?

A Using “Sincerely,”
B Writing the wrong company name
C Keeping it short

2. When is a common time to send a follow-up if the post gives no timeline?

A About one week after applying
B One hour after applying
C Never

3. A “recruiter” asks for your OTP to “process” your application. What do you do?

A Send it quickly
B Send half of it
C Refuse — it is a scam warning sign

Answers

1. **B. Writing the wrong company name** — It shows you didn’t check, and the letter was not made for them.
2. **A. About one week after applying** — Give them time, then check in politely.
3. **C. Refuse — it is a scam warning sign** — Real employers never need your OTP or bank details.

PRACTICE TASK

Your send kit

Make a folder with your resume and cover letter (PDF and Word), your email template, and your follow-up template. Add a neat signature with the ToolsKo Email Signature Generator.

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CHAPTER 8

Your 14-Day Cover Letter Plan

About 20 minutes a day for two weeks. By day 14, you will have a strong letter template and your first applications sent.

Start any day. If you are under 18 or still in school, follow the plan anyway and use your letter for part-time, school or org applications.

PICTURE 12 **The 14-day cover letter plan**



Research, draft, sharpen, polish, then send your first tailored letters.

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Day	Task (about 20 minutes)	Done?
1	Save three job posts you like. Check what each one asks for.	☐
2	Do your 10-minute homework on job 1. Make a research card.	☐
3	Make research cards for jobs 2 and 3.	☐
4	Set up your page: your details, date, company, greeting.	☐
5	Write one sentence for each letter of T-A-P-A-T.	☐
6	Shape them into three short paragraphs.	☐
7	Rewrite your opening: job title plus one reason.	☐
8	Write your proof with need + action + number + benefit.	☐
9	Replace every cliché with a real example.	☐
10	Check format, length and tone. Do the read-aloud test.	☐
11	Ask a teacher, parent or friend to read it.	☐
12	Fix their notes. Save PDF and Word copies with clear names.	☐
13	Tailor your letter for job 1 and send it. Test-email yourself first.	☐
14	Tailor and send for job 2. Write follow-up dates in your tracker.	☐

Bonus exercises

1

Build a template

Keep your best letter as a base. For each new job, change the job, the company reason and the proof.

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2 **Time yourself**

Aim for about 15 minutes to tailor each letter. Ten letters is about 2.5 hours — less than one movie marathon.

3 **Make a tracker**

List each job: date sent, company, job title, follow-up date and reply.

4 **Collect proof**

Every time you finish a project or task, write one proof sentence while you still remember the numbers.

Done is better than perfect

Your first letter doesn't need to be perfect. It needs to be true, short, made for the job and sent. Every letter you write makes the next one faster and better.

QUICK RECAP

Days 1–3: save jobs and do research cards. Days 4–6: set up your page and write a T-A-P-A-T draft in three paragraphs. Days 7–9: strong opening, proof formula, no clichés. Days 10–12: format, tone, a second reader, and saved copies. Days 13–14: tailor, test, send two letters and set follow-up dates.

TRY IT NOW

Start today

1. Copy the 14-day table.
2. Do Day 1 now.
3. Set a daily reminder on your phone.

Key takeaways

- Research first, then write.

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- Draft, sharpen, then polish.
- Get a real person to read it.
- Send, track and follow up.

Quiz: 3 quick questions

1. What do you do on Day 5?

A Send 30 letters
B Write one sentence for each letter of T-A-P-A-T
C Buy a letter template

2. If each tailored letter takes about 15 minutes, how long do 10 letters take?

A 2.5 hours
B 15 minutes
C 10 hours

3. Your first letter isn't perfect. What should you do?

A Never send it
B Wait for one year
C Send it if it is true and clear, then improve the next one

Answers

1. **B. Write one sentence for each letter of T-A-P-A-T** — The recipe gives you a full draft quickly.
2. **A. 2.5 hours** — 10 × 15 = 150 minutes = 2.5 hours.
3. **C. Send it if it is true and clear, then improve the next one** — Done is better than perfect.

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PRACTICE TASK

Complete the 14 days

Follow the plan and tick each box. On day 14, write the two jobs you applied for, the dates, your follow-up dates, and one thing you will improve in your next letter.

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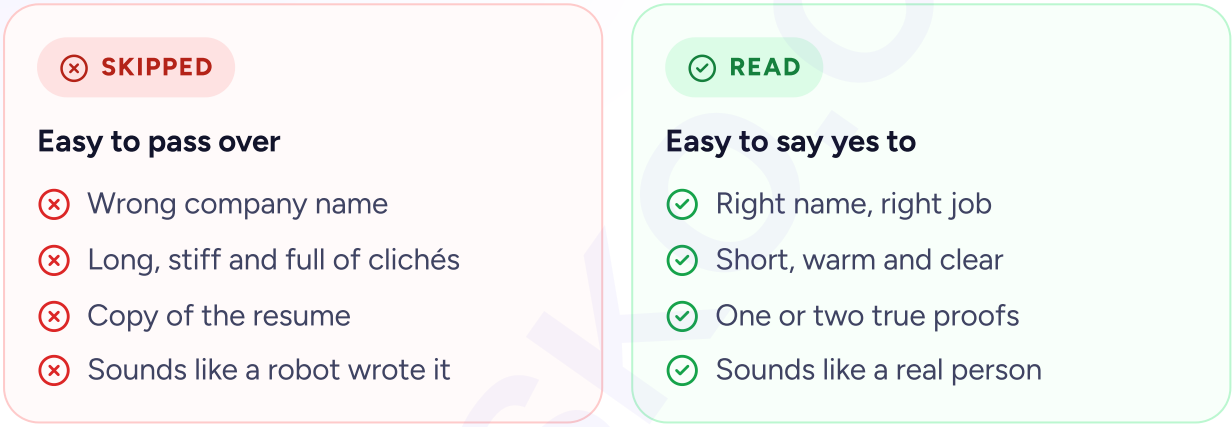
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CHAPTER 9

Common Cover Letter Mistakes (and Easy Fixes)

Most weak letters fail for small, fixable reasons. Check yours against this list.

PICTURE 13 **Skipped letter vs read letter**



The difference is rarely talent — it's care, honesty and making the letter for this one job.

Now check your letter against this table.

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Mistake	Why it hurts	Easy fix
Wrong company or person's name	Shows you didn't check	Check names twice before sending
"To whom it may concern"	Feels cold and generic	Use their name or "Dear Hiring Manager,"
Same letter for every job	Doesn't fit the job post	Change the job, the reason and the proof
Too long	Busy readers stop reading	Keep it to 250–400 words or less
Copying the whole resume	Boring and repeated	Pick one or two best proofs
Clichés like "hardworking and passionate"	Means almost nothing	Show it with a real example
Only talking about what you want	They want to know how you help	Add why it helps them
Unedited AI text or made-up skills	Sounds fake; can lose you the job	Rewrite in your voice; keep only true lines
Typos and stiff old phrases	Looks careless or outdated	Read aloud; use plain, polite words
No ask at the end	They don't know what you want next	End with a polite call to action

The swap test

Cover the company name in your letter. Could you send it to any company without changing a word? If yes, it is too generic. Add one true reason you want **this** company and one proof that fits **this** job.

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QUICK RECAP

Common mistakes: wrong names, cold greetings, one letter for every job, too long, copying the resume, clichés, only talking about yourself, unedited AI or made-up lines, typos and stiff phrases, and no ask at the end. Each has an easy fix. Do the swap test: if it could go to any company, make it more specific.

TRY IT NOW

Audit your letter

1. Tick every mistake you find in your letter.
2. Fix each one using the table.
3. Do the swap test.

Key takeaways

- Check names twice.
- Short beats long.
- Show how you help them.
- Do the swap test.

Quiz: 3 quick questions

1. Your letter could go to any company without changes. What is wrong?

A It is too generic
B It is too short
C Nothing

2. Which line is better than "I am hardworking and passionate"?

A I am very, very hardworking.
B I worked in our store after school, 6 days a week, for 2 years.
C I am passionate about passion.

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3. What should your letter end with?

A Your hobbies

B A long poem

C A polite ask for the next step

Answers

1. **A. It is too generic** — Add a real reason for this company and a proof for this job.
2. **B. I worked in our store after school, 6 days a week, for 2 years.** — A real example shows the quality.
3. **C. A polite ask for the next step** — A call to action tells them what you hope for: an interview.

PRACTICE TASK

Your letter rules

Write 5 personal letter rules (for example, “Right name”, “T-A-P-A-T”, “One real proof”, “Under 400 words”, “My own voice”). Keep them with your letter file.

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CHAPTER 10

Real-Life Examples: Cover Letters That Worked

These five example stories are based on common Filipino situations (names are made up). Look for the habits, not the details.

A

Ana, 18
Senior high graduate, Quezon City

THE PROBLEM

Didn't know what to say in a letter for her first cashier job.

WHAT ANA TYPED

```
Used T-A-P-A-T: named the job, said she had bought the bakery's
pandesal for years, and proved it with "served about 40 customers
a day in our family store."
```

THE RESULT

The owner called her the next day and mentioned the pandesal line in the interview.

Lesson: A true, personal reason makes a letter memorable.

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Paolo, 21
College student, Cebu

THE PROBLEM

Sent only resumes to 15 online jobs and heard nothing.

WHAT PAOLO TYPED

```
Added a short tailored letter to each one, with the exact job title and one proof: about 30 buyer chats a day for the family online shop.
```

THE RESULT

Got two interview calls in two weeks.

Lesson: A short, tailored letter can help your resume get noticed.

Rica, 23
Fresh graduate, Pampanga

THE PROBLEM

Let an AI tool write her letter and sent it unchanged. It said she "managed a team" — which she never did.

WHAT RICA TYPED

```
Rewrote it in her own voice, deleted the made-up line, and added her true thesis project and org role.
```

THE RESULT

Felt calm in the interview because she could explain every line.

Lesson: AI can start a draft, but only true lines stay.

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Mang Ben, 41
Career shifter, Batangas

THE PROBLEM

Wanted to move from driving to a warehouse job and worried about his age.

WHAT MANG BEN TYPED

```
Wrote why he wanted the change, proved it with 15 years of on-time deliveries and record keeping, and left out his age and birth date.
```

THE RESULT

Got an interview for a warehouse assistant role.

Lesson: Your letter can explain a career change in your own words.

Joy, 19
Job seeker, Davao

THE PROBLEM

A chat “recruiter” said her letter was “approved” but asked for a ₱1,500 “processing fee” and her OTP.

WHAT JOY TYPED

```
Refused to pay or share her OTP, blocked the account, and applied through PhilJobNet and her city PESO instead.
```

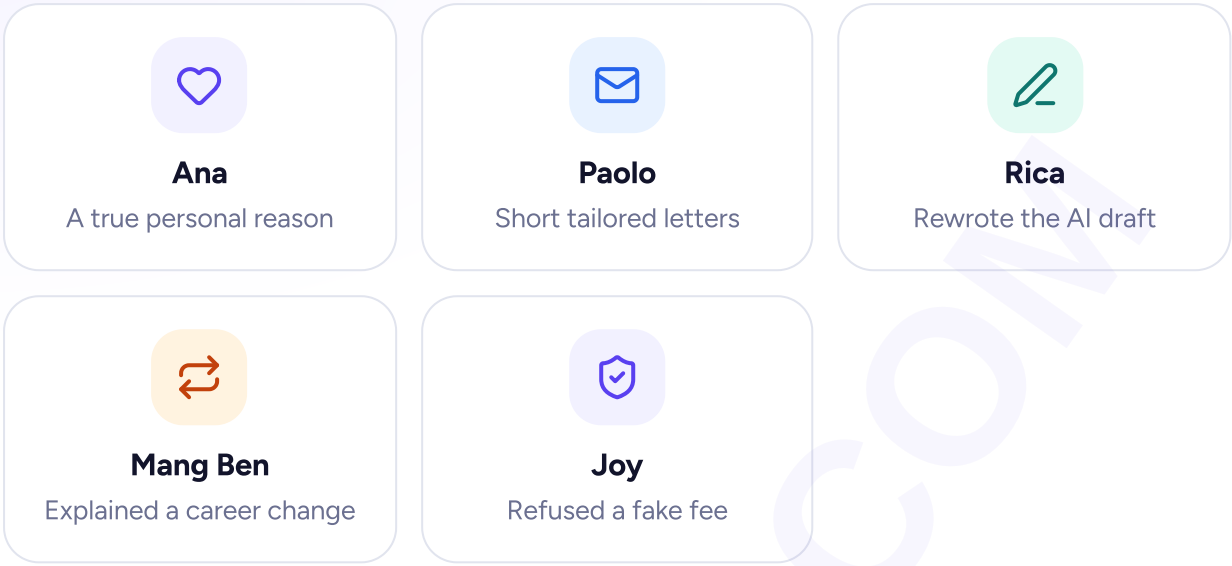
THE RESULT

Kept her money and found a real job through a PESO job fair.

Lesson: Never pay to apply. Use official channels.

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PICTURE 14 **Five cover letters**



Different lives, same habits: be personal, tailor each letter, keep it true, explain your path, and stay safe.

What these stories have in common

They wrote only true things, made each letter for one job, kept it short, used their own voice, and stayed safe. None of them wrote a perfect letter — they wrote an honest one.

QUICK RECAP

A true personal reason made Ana memorable; short tailored letters helped Paolo get calls; Rica rewrote an AI draft so every line was true; Mang Ben explained his career change; and Joy refused a fake fee and used official channels.

TRY IT NOW

Your first step

1. Pick the story most like your situation.
2. Copy one habit from it this week.
3. Write how it went after 7 days.

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Key takeaways

- Personal and true is memorable.
- Tailor every letter.
- Keep only true lines.
- Never pay to apply.

Quiz: 3 quick questions

1. What made Ana's letter memorable?

A. A fancy font
B. A true personal reason about the bakery
C. A three-page length

2. What did Rica do with the AI draft?

A. Rewrote it in her own voice and kept only true lines
B. Sent it unchanged
C. Added more made-up skills

3. Why did Joy refuse the "recruiter"?

A. The office was far
B. She didn't like the logo
C. It asked for a fee and her OTP — scam signs

Answers

1. **B. A true personal reason about the bakery** — Real reasons stick in the reader's mind.
2. **A. Rewrote it in her own voice and kept only true lines** — She could then explain every line in the interview.
3. **C. It asked for a fee and her OTP — scam signs** — Real employers don't make you pay or ask for OTPs.

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PRACTICE TASK

Your letter story card

Write your own story card: the job you want, your true reason for that company, your best proof sentence, your call to action, and one safety rule you will always follow.

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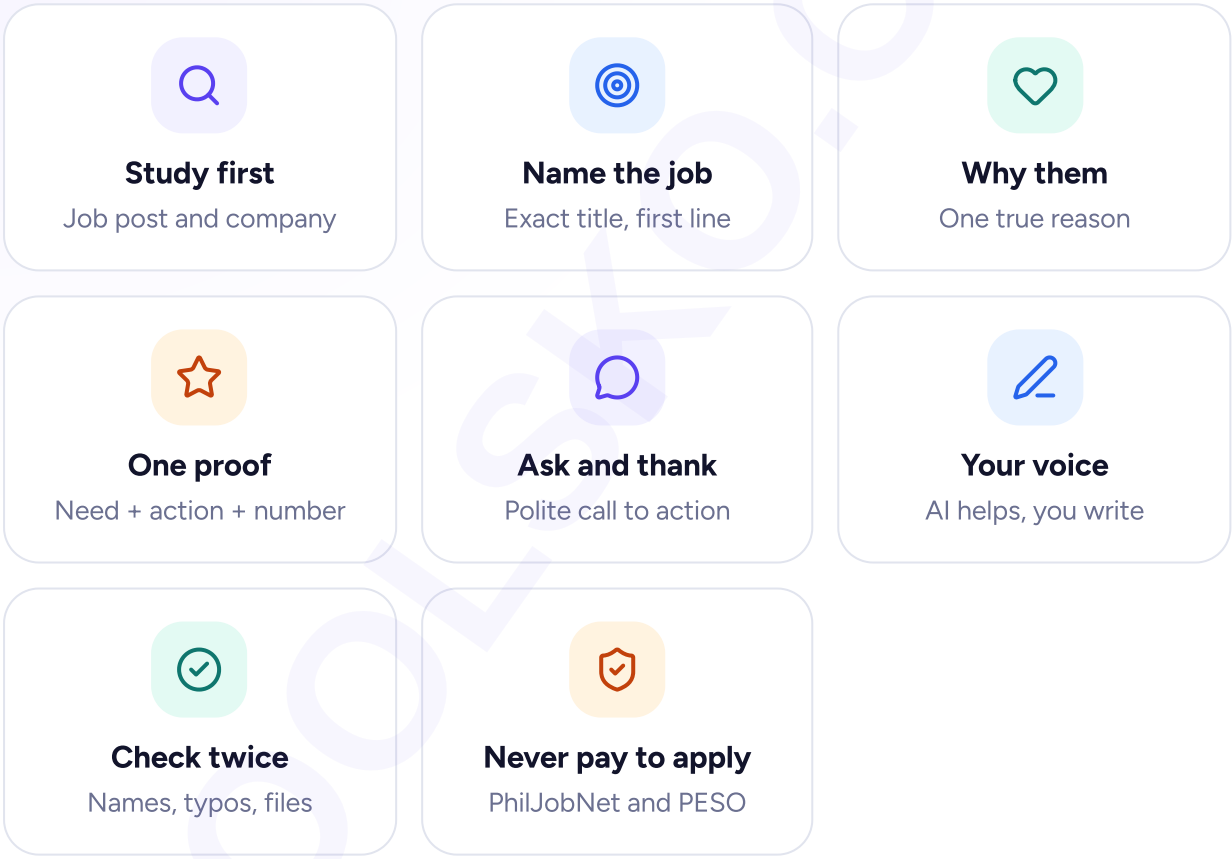
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Keep it next to your letter file.

PICTURE 15 **Cheat sheet: cover letters in 8 cards**



Eight habits that turn a blank page into a short, honest letter employers want to read.

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Remember	In one line
The big rule	A cover letter says: I want this job, I like this company, here is proof I can help, let's talk.
Recipe	T-A-P-A-T: Tell them the job, Add why this company, Prove it with one real example, Ask for the next step, Thank them.
Shape	Three short paragraphs; 250–400 words or less; same style as your resume.
Opening	Name the job and give one reason to care in the first two sentences.
Proof	Their need + what you did + a number + why it helps them. Show, don't just tell.
AI	Green: helper. Yellow: draft you rewrite. Red: never a fake you. Delete anything untrue.
Sending	Clear subject and file names; test first; follow up after about a week; never pay to apply.

You can write a cover letter

You know what a cover letter is, how to study a job, how to use T-A-P-A-T, how to write a strong opening and real proof, how to use AI safely, and how to send and follow up. Write your first letter — and send it — this week.

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WHAT'S NEXT

Your Next Learning Path

You finished Book 2. Here is where to go from here.

This is **Book 2** of the **Resume & Career** series. Here is your path:

PICTURE 16 **Your Resume & Career path**



Your resume and cover letter are ready. Next, prepare for interviews, then build a profile recruiters can find.

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What to do next

Next step	Why
Finish the 14-day plan	A strong letter template and your first tailored applications sent.
Review Book 1	Resume Writing Guide: make sure your resume matches the proof in your letter.
Read Book 3	Interview Mastery: prepare, answer with true stories, and follow up.
Read Book 4	LinkedIn Optimization: a profile recruiters find and trust (LinkedIn needs age 16+).
Grow your skills	The Digital Skills series (Canva, Excel, Google Sheets) adds skills employers ask for.

One last tip

Keep a “proof list” in your phone. Every time you finish a task, project or training, write one sentence with a number. Your next cover letter will almost write itself.

Free ToolsKo tools for this book

Put what you learned to work. These tools are free on toolsko.com, need no sign-up, and most work right in your browser.

Cover Letter Generator (Modern, for Any Job)
Get a first draft fast, then rewrite it with your own true details.
toolsko.com/cover-letter-generator ↗

Application Letter Generator (Job Application Letter Sample)
Make a formal application letter when a job asks for one.
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Text Compare (Diff)
See what you changed when you tailor a letter for a new job.
toolsko.com/text-diff ↗

Email Signature Generator (Gmail & Outlook)
Add a neat signature to your application emails.
toolsko.com/email-signature-generator ↗

Letterhead Maker
Make a clean header with your name and contact details.
toolsko.com/letterhead-maker ↗

Images to PDF
Turn photos of certificates into one PDF to attach.
toolsko.com/images-to-pdf ↗

"Tell Me About Yourself" Interview Answer Builder
Turn your letter's story into your first interview answer.
toolsko.com/tell-me-about-yourself-answer-generator ↗

Thank-You Email After Interview Generator
Follow up politely after an interview.
toolsko.com/thank-you-email-after-interview ↗

Words to know

Cover letter	A short letter you send with your resume saying which job you want and why you fit.

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Application letter	In the Philippines, often the same as a cover letter; sometimes a longer, stand-alone letter.
Letter of intent	A letter often used to ask about a job that is not posted yet, or for school.
Hiring manager	The person who decides who gets the job.
Recruiter	The person who looks for new workers for a company.
Requirement	Something the employer needs from you, like a skill or schedule.
Tailor	To change your letter so it fits one job and one company.
Salutation	The greeting at the start, like “Dear Hiring Manager,”.
Opening	Your first one or two sentences: the job and a reason to care.
Proof	A true example, often with a number, that shows you can do the job.
Cliché	A phrase used so often it means almost nothing.
Call to action	A polite ask for the next step, like an interview.
Tone	How your words sound: polite, warm, stiff or rude.
Voice	The way you naturally say things.
Follow-up	A short, polite message to check on your application.
PESO	Public Employment Service Office: your city or town’s free job help office.

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Where the facts come from

1. Cover letter sample: Master template and examples for the Philippines (JobStreet Philippines, updated May 2025)
2. Application letters for fresh graduates: two samples that work (JobStreet Philippines)
3. How to write a cover letter using AI (JobStreet Philippines)
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6. This used to be a cornerstone of every job application. Not anymore. (The Washington Post via The Philadelphia Inquirer, October 2026)
7. Republic Act No. 10911: Anti-Age Discrimination in Employment Act (Senate Legislative Issuances Library)
8. Republic Act No. 11261: First Time Jobseekers Assistance Act (Lawphil)
9. PhilJobNet: the Philippines' official job-matching portal (DOLE)
10. What is the PESO? (PESO Employment Information System, DOLE)

Laws, hiring habits and website advice were checked on November 22, 2026. Rules and habits change, so always follow the job post and check with DOLE, your PESO or the employer before you rely on them. The surveys quoted are from the United States and are only rough signals. All names, schools, businesses and numbers in the examples are made up. ToolsKo is not connected to any company, job site, school or government agency named in this book. This book is general information, not legal advice, and it cannot promise you a job. Written by ToolsKo Learn · toolsko.com/learn

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RESUME & CAREER

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Book 2	**Cover Letter Mastery — this book**
Book 3	Interview Mastery
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