

## Instructions for Making a T Letter

A **T Letter** can give you a real edge when submitting a resume because, beyond the resume, the covering **T Letter** takes the eyes of the recruiter to the position requirements and to pertinent parts of your background that meet those requirements. That is why it is called a **T Letter**; it is shaped like a T with requirements/specs on the left side and your background highlighted on the right. **T letters** should be succinct and focus on the key requirements for the position. Where possible, may be even better the put quotes around the requirements/specs on the left as they were spelled out in an ad. Below is an example of part of a **T letter**. In it we have used a 2-column word table format.

Your Specifications	My Background
<b><i>“A strong background in organizations going through transformations...”</i></b>	Jones Intercable, Fresh Express, and iLogistix were going through major transformations; 1.) Jones Intercable from a regional operator to sixth largest cable company, 2.) Fresh Express from a food service company to a major packaged goods company that successfully competed with industry giants to maintain top market share, and 3.) iLogistix from national service organization to a global organization. In all these cases, I teamed with other senior executives to deal with a high level of change successfully build organizations to go to the next level.
<b><i>“...a strong knowledge of labor relations.”</i></b>	Have dealt with a number of unions and successfully negotiated contracts including, etc.

Once you have created the table you may want to hide the lines. This can be done by selecting all and clicking on the formatting tool bar. See HELP for instructions.

Once you have created the T Letter, you have two choices. You can attach it along with a resume to a brief cover email or you can embed it directly into your email. This is a little more complex, but it lessens the risk that the busy recruiter will go directly to the resume and skip opening your T Letter.

To embed the **T Letter** into an email (using Microsoft Officer/Word 2000 or later), do the following:

1. Make sure your email is set to send and receive HTML. In Microsoft Outlook, this is under the Tools, Options, MAIL FORMAT tab. It is probably similar in Outlook Express. My Hotmail accepts and sends HTML just fine.
2. After you create the above-described T Letter, hide the lines.
3. Do a SAVE AS and on the line under FILE NAMW save as file type WEB PAGE (HTML, HTM..)
4. Click save the T Letter will appear to shrink and move to the upper left corner of the page.
5. Select all and then copy.
6. After you copy, paste the T Letter into your email. In most cases, you will probably want email text above and below the T Letter. Simply insert lines above and add text below.

This may take some time to perfect, but when you learn to do it, it makes a very attractive package that retains a nice format. When the email opens, it leads the eyes of the recruiter directly to your key selling points. Below is an example of such an email. It is only an example; you no doubt will do better.

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### **Sample T Letter**

Please consider me for your Vice President of Human Resources. I have a record of successfully introducing Human Resources Programs in high growth environments. My resume is attached; however, for your convenience, I have highlighted some aspects of my background with your requirements.

#### **Requirements**

***“...developing business strategies from the HR perspective.”***

***“...succeed in a fast-paced, high-growth environment. ...develop strong working relationships...”***

***Customer contact businesses***

#### **My Background**

I have designed HR Processes to fit a wide variety of business needs. In one company, to meet the customer service training needs for widespread operations, my group developed computer-based employee training, that ultimately was widely used, singled out for national awards, and purchased by other companies. In another company, in a short time frame, we were able to develop multilingual (Chinese, Spanish, & English) web-based employee attitude survey to monitor worldwide employee attitudes. In another, we developed a computer program to help managers identify leadership competencies for positions and interview against those competencies. In all companies, I have developed written strategic HR Plans that integrated with the overall Company Strategic Plan. In another case, I was part of a team to implement a successful business planning process in the company.

I successfully introduced the first corporate HR Programs in Jones Intercable, Fresh Express, and iLogistix. All of these companies were on the INC 100 fastest growing list. They all required a longer-term vision and flexibility to operate in the high change environment. In developing these programs, I worked very closely with people at all levels to successfully implement these programs.

Jones Intercable and iLogistix were largely service businesses with a high degree customer contact. Special emphasis was placed on quality customer interaction training.

I am open to relocation, and would welcome the opportunity to speak with you about this position.

Thank you for your consideration.