

VMock Cover Letter

How-to Guide

VMock Cover Letter module is a newly introduced tool that allows users to create a company or job-specific cover letter with real-time feedback on the relevant parameters. Users can optimize their cover letters for each job opening, get personalized samples and recommendations, feedback on targeted keywords, impact of the content, and essential formatting checks. The tool also includes a variety of professional and modern cover letter templates to choose from.

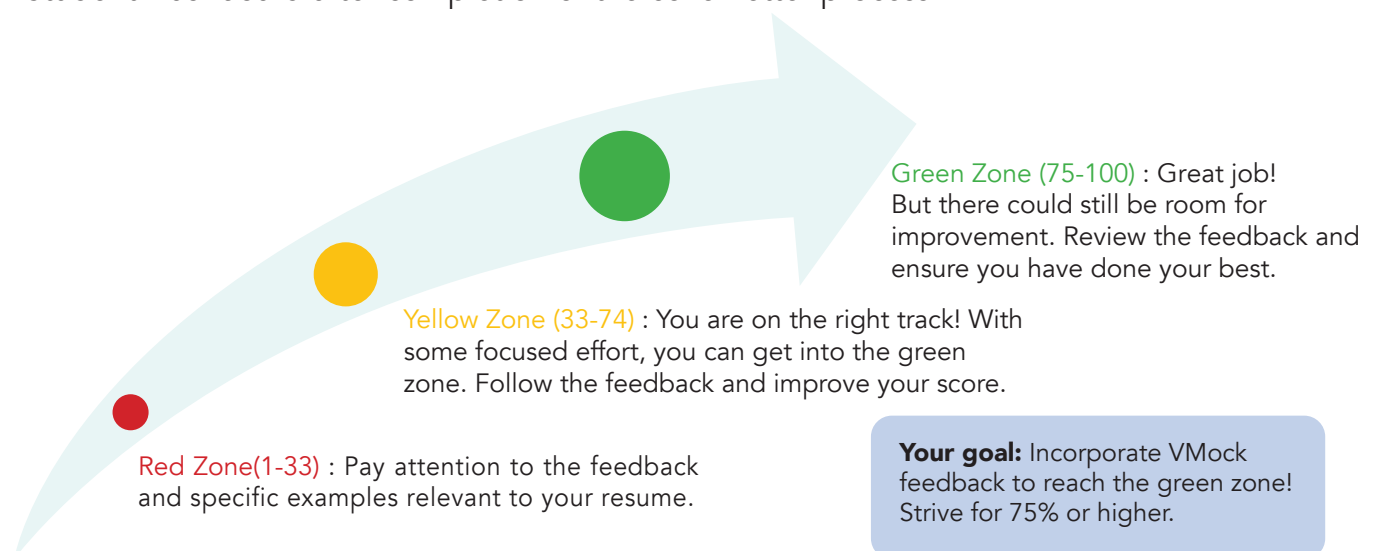
GETTING STARTED

- Go to www.vmock.com/bu
- Once registered, the platform will redirect you to the user dashboard. Click on 'Resume' on the top navigation panel and click on 'Cover Letter'.
- Click on 'Create New'. Here, you get the option to either create a generic cover letter or a targeted cover letter by either pasting a job description or choosing a target career function.
- After selecting either of the two options, choose from the available cover letter templates. You can draft the letter with the help of SMART Editor, based on the feedback you receive in the suggestions panel on the right.
- Once you're happy with your letter, click on 'Get Score' on the top right corner of the dashboard.

UNDERSTANDING VMOCK SCORING AND FEEDBACK

What is VMock Cover Letter Score?

Provided on a scale of 1-100, VMock Cover letter score appears automatically in your Student Dashboard after completion of the cover letter process.

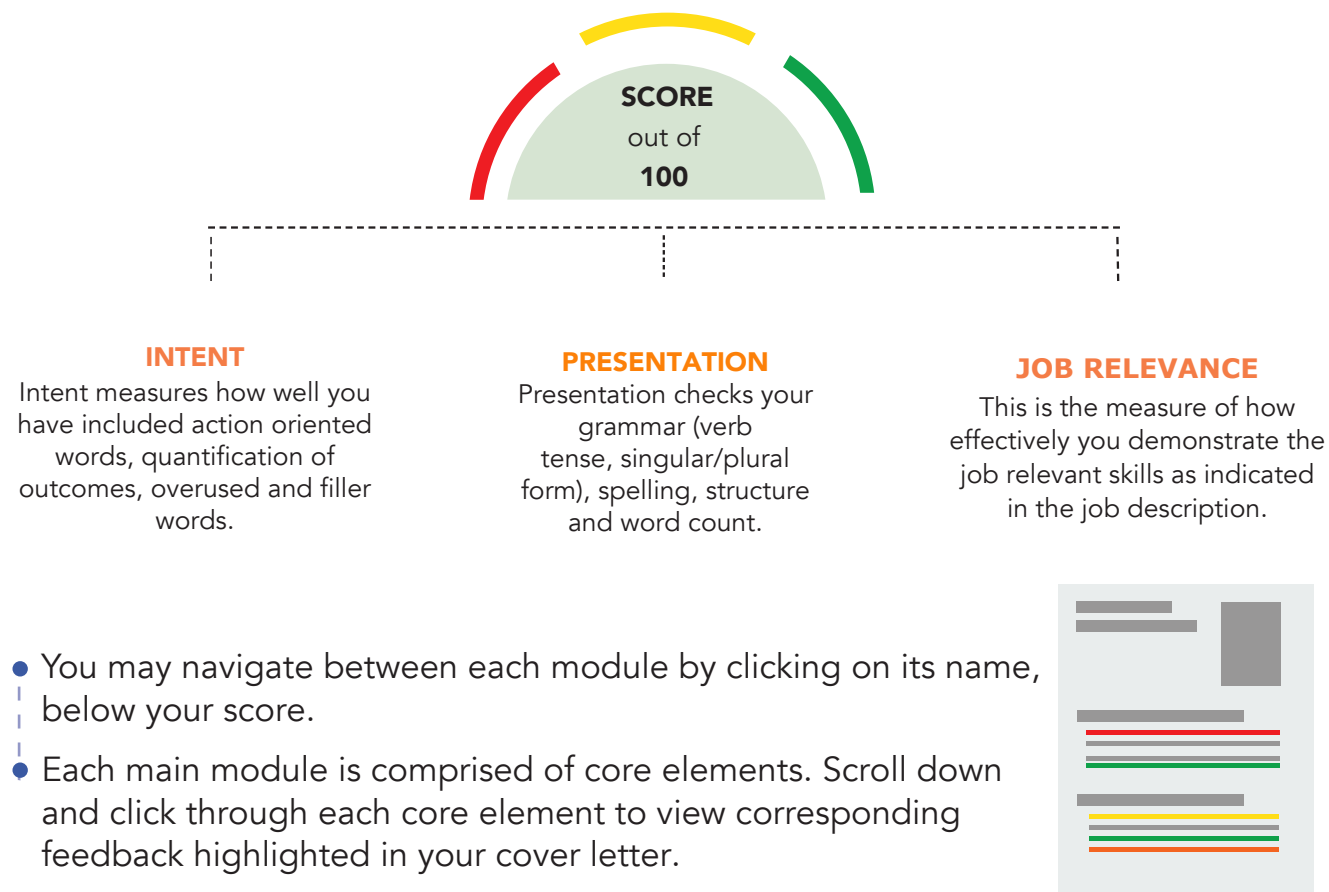


What does the score mean for you?

It indicates how well your cover letter presents your profile to recruiters and can belong to either Red, Yellow or Green zone.

VMOCK FEEDBACK

Feedback has three main modules: presentation, intent and job relevance.



Within each core element, see guidance to view key insights and suggestions for improvement.

UPDATE YOUR COVER LETTER

Revise your letter by incorporating the feedback and customized suggestions on the right hand side panel.

Once you've completed your updates, click on re-evaluate to view your increased score and suggestions for further improvement until you reach the green zone!