

Cover Letters & Making the Connection





Look for the Narrative



Narrative

- Decode a job listing to find the narrative
 - What problem do they solve
- Make that the context of your cover letter
 - Understand the story
 - Identify with it
 - How you add value



Not There, Find It



Do Some Digging



Proof of Skill
+
Narrative
+
Recommendation
x 10/week =
JOB SUCCESS!

