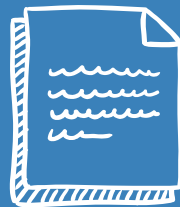


Cover Letters





Why Cover Letters?



We write them for the 40% of employers who say it's the most important part of the job application!

- Hiring Managers spend **60 seconds** looking at the resume and cover letter
- Person reviewing resumes is usually not a technical person.
- Cover Letters can be the deciding factor between candidates.



Why Cover Letters?





- Ability to be MORE engaging!
- Align the company values with your experience.
- Provide a quick explanation of:
 - **HOW** you fit the role?
 - **WHY** you're interested in the position/company?
 - **WHAT** about your prior experience and skills fulfills the job description?



Why Cover Letters?



- Think of your resume, cover letter, and job application as your first assignments for the company that you're interested in joining.
 - Cover letter as **a movie trailer**: Make it engaging, inviting and filled with enough information about the skills that a recruiter would want to know more about you.
 - The passion for your career should come across in your cover letter, so that they are excited to meet you.
 - 250 to 325 words, and around four paragraphs.
- 
- 



Common Mistakes



1. **Not Customized** - One size does NOT fit all
2. **It's boring** - Doesn't pull in the reader
3. **All about you** - Doesn't mention the company
4. **Too Long** - Keep it short and to the point
5. **No impact** - What the result or impact was
6. **Repeating your resume** - Additional information





Cover Letter Structure



Contact Information

Salutation

Body of Cover Letter

- 1st Paragraph
- Middle Paragraph(s)
- Final Paragraph

Complimentary Close

Signature





Contact Information



- * The header of your cover letter should include how the employer can contact you.
- * If you have contact information for the employer, include that. Otherwise, just list your information.
- * Note: Looks more intentional if the format of your Cover Letter matches your Resume.



Salutation



- * Make every effort to find the contact name of the hiring manager to use on your letter or email inquiry; use websites, LI, connections to find the name.
- * If you aren't able to, broad is perfectly fine "To Whom it May Concern"





Body of Cover Letter

First Paragraph: Why are you Writing?

Introduction

Position Applying For

Connection – Name Mutual Contact (if applicable)

Express how your skills will chime with the company & position





Body of Cover Letter

First Paragraph



- * Avoid the obvious
- * Attention-grabbing anecdote at the beginning to highlight your a moment in your career and your personality that relates to the position and/or company
- * Keep the anecdote to two sentences.
- * Mention a former colleague/mutual friend that works at the company who referred you to this job?





Body of Cover Letter



First Paragraph



- * You can complete the paragraph by tying that story to the job: “It’s because of this experience that I am excited to be applying for [insert job title here] at [insert company name].”
 - * A great option if you don’t have a lot of job experience, as it gives you an opportunity to show enthusiasm for what you can accomplish rather than what you’ve already done
- 
- 



"I was thrilled to learn about this open position at Company ABC, as I've been following, and using, the MyHelper app since 2013. I am especially excited about the upcoming launch of your newest product— both as a user and because I believe that I could be a valuable addition to your team as you prepare to take it to market."



"In my ten years in retail manager roles, I have used the following guiding principle in my day-to-day life: make customers happy by putting employees first. When my employees are at their best, we are able to serve customers with positivity and enthusiasm. I believe that Company ABC could benefit from my managerial style."



TIME TO WORK IN THE ROOMS

***Construct an intro to your Cover Letter template
from a Job Posting online.***

Could be from this morning or one you have your eye on.

All the time thinking:

How does this make me stand out?

***How do my skills relate to the specifics of the job
posting?***





Body of Cover Letter

Middle Paragraph(s):

Most Important Paragraph(s)



What you have to offer the employer

Strong connection between your abilities and employer's needs

Mention specifically how your skills & experience match the job you are applying for

Try to support each statement you make with a specific piece of evidence





But don't just take my word for it: in two years as an online brand manager, I've spent a truly shocking number of hours online, accomplishing the following:

- Boosted engagement on Instagram, Twitter, and Snapchat by 240% in 13 months
- Singlehandedly launched an official TikTok account, accumulating 200,000+ followers
- Spearheaded 13 viral social media campaigns

I'm competitive, up-to-date on all the latest trends, and can clean up the worst social media messes. I'm positive my knack for creating clickable content is what your team is looking for.



TIME TO WORK IN THE ROOMS



Construct 2-3 middle paragraphs for your Cover Letter from the same Job Description online.

- ❖ ***Connect at least two skill sets to the position and why you are a perfect fit***
- ❖ ***You should discuss one technical skill and one transferable skill and present in an engaging way***
- ❖ ***Provide occasions when you used these skills***
- ❖ ***STRETCH: Connect to one value of the company***



Body of Cover Letter



Final Paragraph: Conclusion

Reiterate your strengths & interest

Thank the employer for their consideration

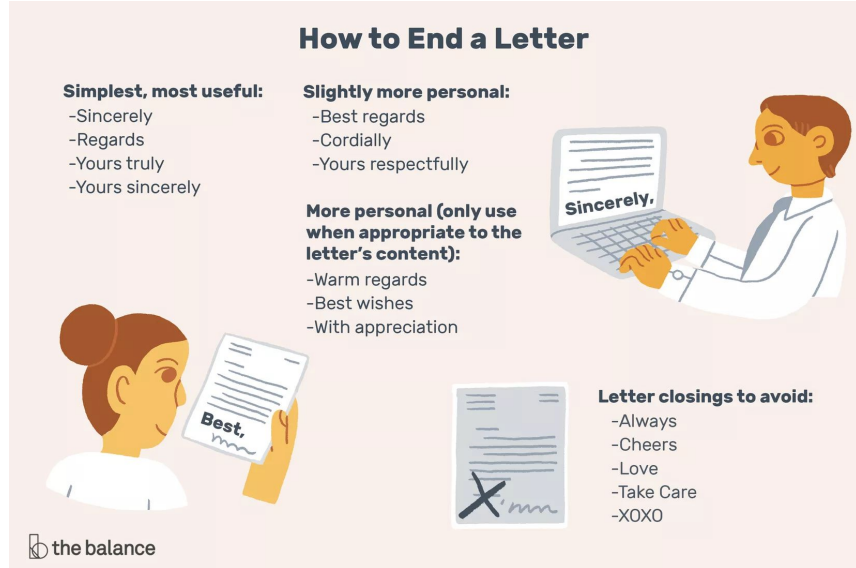
Include information on how you will follow-up and when





I look forward to discussing the Social Media Associate position and my sparkling qualifications with you in more detail. I'm available to talk at your soonest convenience, and I'll follow up next week, just to make sure you've received my application!

Complimentary Close & Signature



Complimentary Close

- Respectfully Yours
- Sincerely
- Regards
- Cordially

Signature

- Handwritten (hard copy only)
- Typed



Summary

The 2 questions you should always answer in a Cover Letter:

1. **Why YOU?**
2. **Why THEM?**



TIME TO WORK IN THE ROOMS

Construct a summary and close to your Cover Letter

Read over the whole letter, remember:

How does this make me stand out?

***How do my skills relate to the specifics of the job
posting?***

- ***Reiterate your strengths***
 - ***Why you?***
 - ***Why them?***
- 
- 



Additional Resources

<https://www.thebalancecareers.com/cover-letter-template-2060213>

<https://www.thinkful.com/blog/software-engineering-cover-letter/>

<https://ucpathjobs.org/cover-letters/craft-cover-letter-will-make-impression/>

<https://www.jobsage.com/blog/6-cover-letter-introductions-to-make-a-great-first-impression/>