



## Cover Letters



# Cover Letters

## This session will cover:

- Cover letter types
  - Application letters
  - Prospecting letters
  - Networking letters
- Researching and preparing to write cover letters
- Cover letter sections
  - Greeting and salutation
  - Opening
  - Content
  - Examples
  - Summary



# ┐ Cover Letter Types

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## Application letter | Prospecting letter | Networking letter



### Same approach

- Research
- Strong opener
- Your value
- Connect to the organization
- Make the ask
- What to avoid



### Differences

- **Application letter**—responds to a posted job opening
- **Prospecting letter**—targets an organization without a published job opening to get your name in front of hiring managers and be added to their talent pipeline
- **Networking letter**—asks for information or introductions; does not ask for a job





# Research and Prepare

## Where to research:

- Organization's website/company press releases
- Websites: allbusinesss.com, Forbes, WSJ
- Google alerts
- Social media: LinkedIn, Twitter
- **How to research:**
  - Analyze the way the job description is worded.
  - Talk to an internal connection.



### YOUR STRENGTHS

KNOW YOUR  
STRENGTHS, SKILLS,  
AND CAREER  
HIGHLIGHTS



### THEIR NEEDS

KNOW THE  
NEEDS OF THE  
ORGANIZATION



# Research and Prepare

## What to research:

- Strengths, weaknesses, opportunities, and threats (SWOT)
- Culture
  - Formal/corporate: hierarchical
  - Start-up: collaborative, cross-functional
  - Change culture: agile, innovative, tech, self-driven
  - Non-profit culture: community involvement and social engagement
- The hiring manager's name so that you can address an individual







# Greeting and Salutation

## Cover letter header and greeting

<b>Jane Smith</b>	
City, State, Region	
<a href="mailto:jsmith@email.com">jsmith@email.com</a>   <a href="https://www.linkedin.com/in/janesmith12">www.linkedin.com/in/janesmith12</a>   555.555.5555	
Contact Name	
Company	
Address	
City, State/Region	
Date	
Dear Mr./Ms.:	





# Cover Letters: Opening

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## Cover letter opening remarks

Dear Mr. Doe:

I was delighted to see Boden's online posting for a Digital Marketing Manager. My six years of marketing experience and Professional Certificate in Digital Marketing would allow me to contribute to Boden effectively.





# Cover Letters: Content

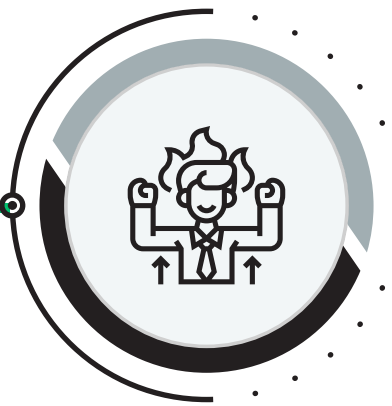
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Elaborate on your brand:  
**WHY YOU?**



Identify your unique fit for the role and the organization; evidence is critical.



Demonstrate passion and excitement to fill a need or solve a problem.





## Cover Letters: Action/Achievement/Alignment Example

*At iProspect, a global digital marketing agency, I worked on campaigns for retail and media brands, including adidas, Macy's, and Netflix. I devised and produced organic search and social media campaigns in LATAM countries, which taught me how to evaluate campaigns quickly and critically to ensure they delivered on KPIs in local markets. The highlight of this period was a social media campaign for adidas Mexico, which delivered a 47% year-over-year increase in traffic and a 53% increase in sales via Facebook.*

*Most recently, as Marketing Manager at a retail technology start-up, I set the strategy in both the UK and the US, including social media and content campaigns. In particular, I have developed strong collaborative skills working on projects with freelance designers and producers.*



# Cover Letters: Closing Example

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*With its distinct and humorous personality, Boden is one of the most exciting retail brands in the Anglophone world, and the opportunity to share this vision with a Spanish-speaking audience is one that I would greatly appreciate. My Spanish language skills, marketing experience, and strong interest in global retail and ecommerce trends would enable me to make a valuable contribution to Boden's continued growth.*

*Thank you for consideration of my candidacy, and I will reach out to you within the next two weeks to see if an interview might be arranged.*





# Cover Letters: Summary

## Stand out as a potential hire

1. Strong opening to the letter: the key solution you contribute
2. Your value: how your strengths will benefit the organization
3. Acknowledge the organization: show your research
4. Ask for an interview





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# Thank you

