

My Name

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An Awesome Company

Victoria, BC

Dear Hiring Manager,

- P1** { **Introduce and Motivate**
Who are you, what are you applying for? Why are you interested in this company **specifically**?
Humanize your application by providing a personal reason you are applying. What specific skills make you a good fit for this job?
The test is: Change the company name. If your cover letter still makes sense, it is not good enough.
- P2** { **Why you for this job?**
Pick the competencies from their job description that you can make your best argument for.
Give specific examples from your experience that demonstrate you have those skills.
Why are you unique from other students, and how does that apply to the company?
- P3** { **Why should they care about your experience?**
Pick a couple more competencies from their job description and repeat the above.
Write your examples in a way that allows the employer to visualize the work and have it clear what competencies would have been required to perform in that situation.
Avoid say-nothing generic sentences or examples that apply to everyone.
- P4** { **Closing**
Thank them for their consideration, ask for an interview, and provide contact info again.

Sincerely,



My Name