



Megaron – Cover Letter

What does the COVER LETTER cover?

Résumé and Cover Letter: what do they have in common? Both display your work history.

A well-written Cover Letter, however, should lead you far beyond to the opportunity to clarify hard-to-explain gaps in your work history, elicit your high qualifications, show that you fit exactly the school's expectations, and mention a few 'benefits'.

Basic Cover Letter Tips

1. **Address** your cover letter to a REAL PERSON.

Make sure you know the name of the person to whom you should address your cover letter. "Dear Sir/Madam" is lifeless.

2. **Open** with an interesting, attractive first sentence to really 'grip' the reader.

This will almost guarantees that your cover letter and résumé will get a closer look.

3. Remember - **Less is MORE.**

The best cover letters have plenty of white space... clear, focused, short, and sweet! Make it easy for the eyes. Keep it brief, succinct, and simple. Your cover letter should be short and to the point. Rarely should it be longer than one page. Remember, you need to capture the reader's interest in knowing more about you. Cover letters usually have an opening paragraph, three or four fact-filled bullet points to build the reader's interest, and a closing paragraph. This usually comes out to five or six paragraphs that never exceed one page.

Stick to one page in length. You prioritize your thoughts and present them concisely - both admirable qualities.

4. **Focus** on what you can do for the school.

How can they benefit from having you there? Relate this simply and clearly in your letter. State some specific way in which you can help your classmates accomplish a particular goal, preferably giving an outstanding example of a related accomplishment;

5. **Choose** words that show **enthusiasm** and **passion**.

6. **Research** thoroughly: the more 'generic' your cover letter, the less successful it is likely to be.

Prove you know much about the school and that you did your research to find out (on web sites, in annual reports, in b-school events, from chats with alumni, etc). Customizing your letter to a particular school is impressive and makes you stand out from the pack of applicants.

7. **Quantify** your accomplishments.



After your initial attractive statement of how you can help your school and stating your greatest related accomplishment, list four or five additional accomplishments—bulleted and quantified.

“Computer-skills trainer for six years”

“Trained 8500 students to achieve Microsoft certifications in past six years.”

“Worked with sales team to increase sales effectiveness”

“Responsible for increasing team sales by 37% in two years.”

The second of each pair of sentences above is undoubtedly more effective. Your figures can be approximations, provided you can explain their rationale later if necessary. Think of quantifications involving estimated cost savings, contribution to a company's bottom line, employee retention, specific initiatives, etc.

8. **Avoid** the obvious.

Admissions committee know you're a quick learner, honest, and a hard worker. So are the other 500 applicants competing with you. Don't waste precious space in your cover letter saying so. Instead, display your knowledge of the school, the program and even share specific recommendations or suggestions you have to add to their environment.

Example: “With 7 years of experience, most specifically in dealing with the growing popularity of pension funds in a new market like Brazil, I feel comfortable to start a students’ club to contribute to the experience of my classmates and I would be delighted to have discussions with them.

9. **Close** your cover letter enthusiastically.

“I look forward to being interviewed at your earliest convenience. Thank you so much for this opportunity. Sincerely, Julia Roberts.”

10. The MIT Sloan Cover Letter

MIT Cover Letter

“Please prepare a cover letter (up to 500 words) seeking a place in the MIT Sloan MBA program. Your letter should describe your accomplishments, address any extenuating circumstances that may apply to your application, and conform to standard business correspondence. Your letter should be addressed to Mr. Rod Garcia, Senior Director of Admissions.”

The application continues with the cover letter, which should be up to 500 words. Take the time to infuse this letter with your personal energy and character, as it is your first and best opportunity to make a strong, positive impression on us. Through this letter, we hope to discover that you are someone who will thrive at Sloan, and who will contribute to the diverse Sloan community.

Below is an actual Cover Letter that an applicant wrote to the director of admissions of MIT Sloan. In addition to all elements above mentioned, observe that the FIT between the applicant and the school is well demonstrated. BTW, the student got the seat.



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(All our students will have access to this material)

Dear Mr. XX,

Please find in the paragraphs to follow the underlying reasons for my interest in the MIT Sloan. Just as I am positive that Sloan is the right MBA for me, so too I strongly believe that my profile and experiences suit the Sloan community and environment. My goal after the MBA is to (...).

Studying (...) with specialization in (...) helped me discover that technology applicability (...) more interesting than the technology itself. Thus, I took (...) internship at (...) in my last year of college, my first opportunity to (...). After graduating, I left (...) work in (...) for one year. In my first full time job in (...), I enjoyed a (...) solved a (...) for (...), a process that left me (...). Later, I helped restructure (...). Then, (...) by an experience at (...), I sought and joined (...) challenge of helping (...) a company while (...) improving my knowledge of (...) to enhance the performance of (...). Nowadays, as (...) I learned further about (...) concerning (...). Moreover, by creating a (...), I have enhanced my (...)

(...) professional experiences underlie my higher aspirations. That is exactly where MIT suits my expectations. I recognize that (...) and I need to complement my practical business experience, first, with the advanced business education that an MBA offers and second, by applying (...) in an arena that will give me access to new (...), essential in the realization of my goals. MIT can provide me with (...)

The program will (...) through courses such as (...), which merge the classroom and the (...), will certainly give me the (...) necessary to (...), my long term goal.

Immediately after my MBA, I will work as (...) in (...). Armed with an MBA background and a broad network, I will approach (...) to (...). In the long run, I intend to expand my ...through partnerships abroad, to which I will bring new (...). The development of my (...) will help high potential Brazilian companies, most of which (...), to expand (...), and consequently, helping (...) and developing segments for (...) of my country.

Finally, I have (...) from MIT Sloan Alumni(...), who provided me with (...) MIT Sloan as the most (...) help me reach my professional goals. Finally, I am sure I will enjoy (...) and develop an influent network.

I look forward to being interviewed at your earliest convenience. Thank you so much for this opportunity.

Sincerely, XXX.