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- ✓ 1. Cover Letter Review
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- ✓ 3. Purpose of the Cover Letter
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- ✓ 5. Write the Introduction
- ✓ 6. Write the Body
- 7. Write the Conclusion
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- ★ 9. Project: Cover Letter Career Service

## What should you include in your introduction?

Let's explore the dos and don'ts.

Below are two cover letter introduction examples. Both are addressing a job post for a Web Developer position at Udacity.

One is an example of an introduction that is good, the other could be improved.

**Before you read our answer, try to identify the better introduction. Why is**

Example 1:

I am writing to you because I am interested in your web developer job posting and I've built a variety of web applications for many audiences. I have a flexible schedule available 7 days a week, and am excited to work for your company.

Example 2:

I am excited to apply for the Front-End Web Developer position on your team. As a front-end developer dedicated to creating attractive website design and a career developer, I have experienced first-hand the transformational power of online learning. I want to join Udacity and contribute to the mission of democratizing education by sharing my experience that can inspire a wider audience.

Were you able to tell which one was better? The example of a good introduction

The second example, which is taken from the previous lesson's Artsy Udacity case study, has the following reasons:

- Artsy **clearly identifies the position he is applying for**. Artsy explicitly states he is applying for a Front-End Web Developer position at Udacity (the first example leaves this vague).
- Artsy explains **why** he is interested in this specific job or company/organization: "I am excited to apply for the Front-End Web Developer position on your team" and **connecting his own passion**—"creating attractive website design"—to the company's mission: "I want to join Udacity and contribute to the mission of democratizing education by sharing my experience that can inspire a wider audience."
- Artsy explains **and how he can contribute**: by "creating an online experience that can inspire a wider audience."

If you're having trouble formulating your own "why" for applying for the job, try to think of your own reasons:

- How is the company different, special, and unique?
- Do you explain why your experiences relate to the company and the role?

It's less daunting than you might initially think. Give it a try!