

*Empower your digital vision*

**CAP4**LAB






# *How to Write a Successful Cover Letter : Examples and Tips*

# What is a cover letter?

- A **letter of introduction** accompanying the resume
- Its **goal** is to add a personal touch to complement the data-oriented facts from your resume
- It **explains** the reasons for why you are interested in the company and position you are applying for
- An **effective** cover letter can vastly improve the chances of getting invited to a job interview

# Cover letter vs Motivation letter

A cover letter should not be confused with a motivation letter since:

- A cover letter is used for regular job applications
  - A motivation letter is used in these five situations:
    - When applying to a university or college (undergraduate, graduate, or postgraduate)
    - When applying for a student programme
    - When applying for a non-profit organization
    - When applying for volunteer work
    - When applying for an internship
- 
- Three decorative blue circles of varying sizes are positioned in the bottom right area of the slide. One is a medium-sized circle, and two are smaller circles, one above and to the right of the other.

# Cover letter vs Motivation letter

The core difference between a cover letter and a motivation letter is that:

- A cover letter gives specific examples of how your job experience and skills match the opening you are applying for
- A motivation letter focuses more on your personality, interests, and motives for applying



# Core parts of the letter

## Basic information

Name, title, and your contact information. Add the details of the recipient and today's date.

## Salutation and introduction

Make it personal by using either the reader's first name or last name.

## Your story and motivation

The body of your letter of motivation. Each new topic you tell about will need its own section.

## Call to action

Leave your reader on a positive note and prompt them to contact you.

**Sarah Johnson**

sarahjohnson@email.com

August 2020

To: Sally Owens - Clown Care

Dear Sally,

Your organization, Clown Care, has made a huge impact on my life since I from an early age learned about you and your work. Therefore it has always been a dream of mine to give back to an organization like Clown Care.

I am currently studying to become a nurse on the children's care unit. When I saw that you're looking for volunteers I just knew that this was my chance to give something back to someone who has done so much for me and other kids in my situation. I am especially interested in the coordinator role as I think I would be able to make a real difference here.

When I was little (I think it started at around my 5th birthday) I was diagnosed with bone cancer. As a result I was in and out of hospitals for a very long period of my young life. One of the only positive memories I have from that time is the interaction between me, the other kids, and the hospital clown (I'm afraid I don't remember her name anymore).

Having had firsthand experience with being in a children's hospital I learned how important it is to give the children some carefree moments with laughter and joy. Through my education towards becoming a nurse I am now even more convinced that laughter really is the best medicine. As a coordinator for the Clown Care organization I believe I would be able to help you direct your efforts in the best possible way. And I could use my knowledge from both my education and practical experience to the benefit of Clown Care.

In conclusion I feel I would be an asset for your organization and I hope you will consider me for the position. Please give me a call or an email so we can discuss further. I will look forward to hearing from you.

Sincerely,  
Sarah Johnson

# Structure of a cover letter

## Header

Include your contact information (name, address, phone number, email address), the date, and the name and company of the recipient

## Introduction

## Text body part two motivation

Your motivation to apply for the

**Jane Williams**

January 25th, 2022

1132 Peck Street Portsmouth United States | 603-816-3502 | jwilliams@email.com

### **Datadriven Content Marketing Manager**

**To Hannah Swanson - Unilever**

Dear Hannah,

Seeing that Unilever was looking for a Content Marketing Manager made my heart skip a beat. I helped grow Savvy Evolve's revenue by 85% by adding content marketing to our online presence and I am confident I can do the same for you.

In my previous position with Savvy Evolve I worked independently on a project aimed to grow its brand awareness by implementing content marketing. This strategy ensured that our prospective customers and partners always felt a strong connection to our company and products and thus I was able to build quality relationships and work collaboratively and professionally with all stakeholders.

A year after implementing the content marketing strategy the results were in:

- 67% increase in overall customer recognition of our brand and products
- 33% increase in brand ambassadors

I know that Unilever is in need of a person to oversee the channel-specific strategy and development of all content for the department's social channels and video platforms. This task is a great opportunity to expand your audience's knowledge of your content, which I as a Content Marketer is passionate about. Given the chance I would love to use my knowledge of social media and video-editing skills to achieve great results.

Thank you for your time in reading this. I'd be thrilled to learn more about this job opening, and show you how I can help Unilever grow through a strategic content marketing effort.

Sincerely,

Jane Williams

## Salutation

## Text body part one Analyze

How do you match the position?

## Finish strong

# A cover letter SHOULD

- Be no more than one page long
- **Complement** and **reflect** your resume, not repeat the information from it
- Provide additional information about your skills and accomplishments
- Include detailed information about why you are the perfect match for the company and the position you are applying for



# 3 Action Points


- **Best practices for how to start a cover letter and end it**
- **How to write a professional and strong cover letter that gets noticed**
- **Actionable tips and tricks to improve your cover letter**

# 5 easy steps to write a cover letter

- 1 *How to start your cover letter*
- 2 *How to write a strong cover letter that gets noticed*
- 3 *Your motivation for applying to the job*
- 4 *How to end your cover letter*
- 5 *Proofread*

# How to start your cover letter

The start of the letter consists of:

- **Header**
  - **Salutation**
  - **Introduction**
- 

# How to start your cover letter

## Header

- Should include:
  - Your contact information (name, address, phone number, email address)
  - The date you are sending the application
  - The name and company of the recipient

# How to start your cover letter

## Salutation

- Can start with “Dear [name of the hiring manager]”
  - Using the hiring manager’s name is a proven way of catching the attention of your reader
  - You will have created a feeling that this document has been tailored to her (or him) specifically
  - It will feel personal and that is great as a first impression

# How to start your cover letter

## Introduction

- In order to grab the hiring manager's attention, the opening paragraph for your cover letter should:
  - Highlight your achievements
  - Show that you know the employer's needs
  - Base the intro on your enthusiasm

Pro tip: Start out with something you like about the company you are applying to

# How to start your cover letter

- Some introduction examples:
  - *As a passionate Developer and long-time fan of [company name], I was elated to see an opening for a Junior Web Developer role. I have experience in HTML, CSS, and JavaScript. Combined with my recent internship in front-end web development, I am confident I have the skills to help [company name] succeed.*
  - *I am pleased to be applying for the Web Developer position at [company name]. My extensive experience with designing and developing websites using C#, Java, and Ruby on Rails matches well with your requirements. In addition, my background with working in large development teams has given me the skills to adjust to the changing dynamics and processes of those environments while meeting scheduled milestones and deliverables.*

# How to write a strong cover letter that gets noticed



- For the first part of your cover letter you will need to:
  - Analyze the job ad and see where your skills match the requirements for the position
  - Highlight all requirements listed in the job ad
  - Choose one or two that match your own skills and qualifications the best
  - Think of examples where you have put those skills into use and note them down



# How to write a strong cover letter that gets noticed

- You can show how you will be a success in the position by using action verbs, power words, and examples like:
  - *In my previous experience at [company name], I developed several web-based applications for a project management software client. These cloud-based applications tracked and managed information technology project information for several of the world's largest financial companies. I was involved in the design and development process for all applications, and I managed enhancement requests after each rollout.*
  - *During my internship with [company name], I gained hands-on experience coding websites and applications. One of my projects was developing a web-based application for an event management client using React and Material-UI. The app helped increase their event signups by 40%. Through my internship, I also gained valuable teamwork and communication skills that will make me a great asset to [company name].*

# Your motivation for applying to the job



- In the second part of your cover letter, you need to explain why you are eager to join the company
- In order to show the hiring manager that you will actually enjoy the work and tasks if you were hired, you can keep your letter centered on the company and its needs. Here is how:
  - Look through the job ad for a concrete task or project for their new employee
  - Tell why you find this particular task or project interesting
  - Show how you will use your skills and qualifications to master this task or project

# Your motivation for applying to the job



- Some examples:
  - *Similar to [company name], I am dedicated to building easy-to-use, user-friendly websites, and applications. I am inspired by the work that XYZ Company does. I want to bring my experience in web development and my passion for finding creative solutions to help [company name] excel.*
  - *I am a proven team player, which is another important requirement for this position. I was recently voted by my peers to receive Cloud Clearwater's Distinguished Developer Award for exhibiting ideal teamwork traits, including reliability, good communication, commitment, adaptability, and going above and beyond what is asked. Management also recognized my accomplishments in meeting project deliverable deadlines over 99% of the time, exceeding expectations by 5%.*

# How to end your cover letter

- Once you have shown how you can contribute/add valuable skills to the company and your motivation for the position, you need to write an effective closing paragraph
- One of the least recommendable ways to end your cover letter is to appear vague and needy
- The best solutions is to keep it **nice** and **short**



# How to end your cover letter

- Some cover letter closing paragraph examples:
  - Thank you for taking the time to review my resume. I genuinely believe that my experience and education would make me a valuable asset to your organization. I am particularly excited about the opportunity to learn more about [insert something specific about the company from your research] and how I can contribute to that effort.
  - Thank you for considering my application. I hope to bring my industry expertise and experience to an organization like yours, where I can contribute to its growth and success. Please do not hesitate to contact me at [insert phone number or email] if you need any additional information.
  - Thanks for your time and consideration. I would be thrilled to learn more about this position and demonstrate how I can help [company name] reach its organizational goals. I believe my skills and motivation make me a great potential asset. I can be reached at [phone or email] if you need any other information.
  - I know I can bring value to your organization and would love the chance to discuss how my experience and skills can contribute to the growth and success at [company name]. Thank you for taking the time to review my application. I am available at [insert email or phone number] should you need further information.

# Proofread

- Remember to always proofread your cover letter at least once before you send it
- When you are sending out several applications a day, it is easy to make mistakes
  - *Like writing the wrong company name in the header!*
- Once you are satisfied with all paragraphs in your cover letter, it is a good idea to set it aside for a couple of hours and then return to it and read every sentence carefully

# 4 actionable tips and tricks

- 1 *Add keywords*
- 2 *Active voice*
- 3 *Avoid clichés*
- 4 *Add a postscript*

# Add keywords

- Just like on your resume, you will need to add relevant keywords to your cover letter
  - Keywords in this case (as with resumes) are the exact words from the job ad





# Active voice

- Look through your cover letter to delete any passive worded sentences in there
  - It is much more engaging to read a text that uses an active voice

Note: Active voice is when you write sentences using the subject first and the verb second, making the message as clear as possible to the reader



# Avoid clichés

- Avoid using worn out sentences such as “I’m a teamplayer with excellent communication skills”
  - You may very well be but show it with relevant examples instead



# Add a postscript

- Adding a postscript, or a PS, is a great way to make a final impression on the hiring manager
  - If you have an impressive achievement that you could not fit into the cover letter template, a postscript is an excellent place to put it
  - You can include an original idea for the company, or show off an impressive achievement in a way that will make them want to learn more about you
- For example:
  - *P.S. I would love the opportunity to sit down with you and go over how I can bring similar results to the 12% productivity increase I achieved at AWS to the [company name], as well*

# Q & A Discussion



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