

COVER LETTER

So, what's a cover letter?

- Your very first introduction to the employer.
- A document sent in addition to your resume.
- Makes the employer excited to read your resume.
- Adds details that don't fit in your resume.
- Demonstrates your writing style and adds a personal touch.
- States why you want this job and why you want to work with this employer.
- An additional opportunity to really sell yourself and address why you would be a great hire.

A cover letter should complement, not duplicate, your resume.

Make your presentation stand out:

- Choose a standard font that is easy to read
- Make sure it coordinates with your resume
- Use short, readable paragraphs or include bullets
- Keep the letter short and leave plenty of white space
- Have **ZERO** errors

Five Elements in a Cover Letter

Formula for Success

- Get Their Attention
- Capture Their Interest
- Create a Desire
- Call to Action (Next Step)



Application Statement: Responds to a known job opening and should reference job #.

Company Culture Fit: Highlights how you will fit in and add value to the company.

Scope and Scale: What was your impact in your previous experience and who and how much/many were affected?

Networking: Name drop.

Prospecting: Explain interest in company mission, values, products and/or plan.

Employer Address and Greeting

Sections of a Cover Letter

- Contact Information
- Greeting
- Body
- Closing

Your cover letter should be designed specifically for each position you apply for. Do not design a form letter and send it to every potential employer. (*You know what you do with junk mail!*)

Try to research the job to find out **exactly who** is hiring for the position and **include their name and title**. When we see or hear our name, we react... we focus on what comes next. If the letter feels personal, the hiring manager may think the rest of the letter contains just what they've been looking for. (This may require a phone call, but be sure to follow the correct chain of command.)

Or

Try to find the title or department of the person hiring.

If all else fails

"Dear Hiring Manager," seems to be safe.

Avoid

To Whom It May Concern:

Ann Doe
8234 Washington Street, Commerce City, CO 80022

May 11, 2015

Mrs. Joy Whitehouse
Human Resources Director
TCF Corporation
1000 Broadway, Suite 200
Denver, CO 80202

Body



1-2 paragraphs that keep their interest:

- Do not restate information from your resume – instead add information not included in the resume or elaborate on accomplishments from your resume that are directly related to the job description.
 - Use your research to identify what the company is doing and why. What are they excited about? What do they need help with?
 - Persuade the reader that you are a good fit for the position and company – prove the company will benefit from hiring you.
 - State exactly what the hiring manager wants – make relevant points about your qualifications and demonstrate that you possess the most important skills.
 - Describe your previous job experiences, skills, and abilities that will allow you to help push the company's agenda forward.
 - Emphasize **how** the company will benefit from hiring you by using specific examples from your work history.
- Give a fact about the company (or field) you find interesting.
 - Reference current events – even better if it involves the hiring manager.
 - Illustrate your passion for the work – show how the company's values and goals align with yours.
 - Drop the name of a reputable contact – especially if they referred you or the name of an employee you talked to during an informational interview.

Closing – Call to Action

- Conclude with a strong, **employer-focused statement** to amplify the general impression you've made with the previous paragraphs.
- Make sure you reiterate the **value you will bring** to the company.
- Make it clear you want to talk – **ask for the interview**.
- Make the hiring manager **excited to read your resume**.
- Thank the reader for their time and consideration.
- Restate your contact information.

Closing Options		
Thank You,	Kind Regards,	Respectfully Yours,
Best Regards,	Regards,	Sincerely Yours,

