



“Sticky Stories” Cover Letter Example

Contact info
and address

Dana Duck

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Consider
using the
same header
as your
resume

What are you
applying for?

April 17, 2017

Christine Clark
Accounting Recruiter
Moss Adams
975 Oak St #500
Eugene, OR 97401

Why this
company/
position?

Dear Christine Clark,

Introduce
your two
selling points

Introduce
first selling
point

I am writing to apply for the Accounting Intern position at Moss Adams. I am particularly interested in working for Moss Adams because of the firm’s reputation for respecting the contributions of women, a value that is highly important to me. I am confident that my communication and problem solving skills would make me an asset as an Accounting Intern.

Tell a story
using WHO
method

Clear communication was critical in my position at Tony’s Garden Center. During one of my shifts, I recognized that a customer was confused by one of our sales promotions and appeared frustrated when another employee tried to explain it. I saw an opportunity to help, so I joined them and rephrased the wording of the promotion, paying close attention to the customer’s facial expressions and body language cues. Her reactions helped me to communicate with her in a way that she understood. Once I clarified the information, the customer ended up taking advantage of the sale and thanking me. My ability to communicate effectively will be important when working with a team or interacting with clients as an Accounting Intern.

Connect it
back to the
job

My problem solving skills helped me to succeed in my position at JCPenney’s online order pick-up desk. Part of my job involved correcting order mistakes. One day, a customer came to pick up her blue dress for a family member’s wedding. However, when I opened her package, there was actually a blue backpack inside. The paperwork and computer both showed that she had ordered a blue dress, but a warehouse employee had sent a blue backpack instead. The customer was understandably upset and stressed about getting the right dress in time, so I apologized and affirmed her feelings. I returned her “dress” and reordered the same one, but provided her with the quickest shipping method to her home for free, satisfying her needs and maintaining her customer loyalty. In my future career, I will be able to use my problem solving skills to help clients and develop lasting professional relationships with them.

Recap your
selling points
and a follow
up plan

I am certain that my communication and problem solving skills will allow me to add value at Moss Adams. I will reach out to you in a week to ensure you have received my application materials and answer any questions. Thank you for your time and consideration, and I look forward to hearing from you.

Thank them

Sincerely,

Dana Duck



“Sticky Stories” Cover Letter Outline

Research to
find a contact
name

[Your header from your resume]

[Date]

[Contact's name]

[Contact's title]

[Company name]

[Company address]

Dear [Contact's name],

If name
cannot be
found use
“Dear Hiring
Manger”

Begin with a “hook”—such as: I am applying for [position name] at [company name]. State why you are interested in this position/company (you might call attention to their values and talk about how they align with yours or say something about why the position appeals to you). Briefly introduce two of your strengths/selling points that are in line with what they are looking for (you will find what they are looking for in the job announcement under Qualifications or Requirements). Be sure to state your two selling points in the order you will be presenting them in your body paragraphs.

Introduce selling point #1. Tell a “WHO” story that proves that you have the selling point: Describe **What** you did, **How** you did it, and the **Outcome** you achieved (this could include the intention of the task or how your work helped the company). Describe any obstacles you encountered and how you overcame those. This paragraph should provide evidence of your selling point by telling a specific story of a time you used this skill/trait to be successful. Lastly, connect how this selling point relates to what you’re applying for and why it is relevant or how it will make you successful in the position.

Communicate selling point #2 with the same strategy in the previous selling point paragraph. Both selling point body paragraphs should be about 4-8 sentences long. Keep in mind that the purpose of these paragraphs is to use evidence to prove that you have the skills to be successful in the position for which you are applying. Your resume already lists all of your relevant skills and experiences, so use your cover letter to focus on communicating your two significant selling points effectively and telling stories that help to prove that you have these skills.

Recap your 2 selling points and note how they will allow you to succeed in this position (or with this company). State your follow up plan, e.g. “I am looking forward to hearing from you” or “I will reach out to you in a week to ensure you have received my application materials and answer any questions.” Lastly, thank them for their time and consideration.

Sincerely,

[Your name]

Intro

Body
Paragraphs

Conclusion