

COVER LETTERS

A cover letter is your chance to show your personality and stand out from the other qualified candidates.

HEADING - CONTACT INFORMATION SHOULD BE THE SAME ON RESUME AND COVER LETTER

Your Name, Address (no street), Phone, Email, and LinkedIn Address

[Date]

[Contact Name]

[Contact Name]

[Company Title]

[Company Street Address]

[Company City, State, Zip]

RE: Position for which you are applying (This will save space for your content in the body of the email)

Dear Mr. or Ms. [Contact Name]:

- Use the hiring manager's name if you have it. Otherwise, just say something like "Dear Hiring Team:".

OPENING - CATCH ATTENTION. ONE PARAGRAPH (NO MORE THAN 4-5 LINES)

1. Begin with one specific skill you have for this role **OR** a particular reason you want to work **at that company in that role**. Be as specific as possible to show you have done your research. Grab their attention!
2. If someone referred you, mention them and how you learned about the role.
Example: "I spoke with Susan Jones, a manager at your company, and she recommended that I contact you."

BODY - 3-4 BULLETS OR 1-2 SHORT PARAGRAPHS (3-4 LINES EACH)

1. *Analyze & dissect the job description* and pick out the **top three** most important skills they want/need.
2. Give specific examples of how you **demonstrated** those skills (BAR (Background, Action, Result) format).
3. Provide examples of your accomplishments. Avoid using the **exact** same language from your resume.
4. Include bullets that list specific skills *from the job description* and how you match them.
5. Try to limit paragraphs to 3-4 lines to ensure everything is read. Break up longer paragraphs.
6. List most important accomplishments and skills close to the top. *People read from the top down.*

CLOSING - NEXT STEPS (ONE PARAGRAPH)

1. Express your genuine interest in the opportunity and how well you would fit (summarize points above).
2. If you mentioned your skills at the top, talk about the company and reasons you want to work there.
3. Thank reader for their time and consideration and suggest the possibility of an interview in-person.

SAMPLE / TEMPLATE - 10.5 - 12pt font.

John Smith

Boston, MA. 01234 | 617-333-1111 | jsmith@sample.com | www.linkedin.com/in/jsmith

February 13, 2018

Company XYZ
23 Test Road
Sample, NJ 23321

RE: XYZ position

Dear XXXXX

Bullets are a good way to highlight specific skills from the job description.

Address the top 4-5 skills in the job description with your relevant experience.

Use the RE: section to list the job or internship. That way you don't use valuable space in your first paragraph.

In the first paragraph, catch their attention with a powerful sentence about you.

After researching your products and services and speaking directly to _____ who works at _____, I believe my research on changes in global warming and reports on plastic pollutants will add immediate value. I have led teams and completed projects on environmental changes and have a passion for preserving our resources for future generations. I'm excited to work with such an amazing team.

My qualifications for this role are as follows (*these should be taken directly from the Job Description*):

- **Strong business analytics expertise** – In my last role, I was responsible for collecting and interpreting data on various market conditions and financial sectors. I calculated KPIs for senior advisors to forecast favorable investment conditions. My recommendations led to a change in investment strategy which increased portfolio yields by 20%
- **Project Management** – As a senior analyst, I led several projects to create efficiencies and cut waste. I managed a team of analysts, developers, and vendors to deliver results. I oversaw the aggregation of data for a multi-million dollar data warehouse project. We increased efficiency by 18% as a result.
- **Leadership & Collaboration** – During my time at XYZ Company, I managed 5 team members and coached them to improve communication and collaboration. Within six months, productivity surged by more than 35% and morale improved significantly as well.

This paragraph should summarize how well you would fit in the position and your sincere interest in the job. It could include specific information about the company and team you would be working with (if you didn't include it in the first paragraph). Thank them for their time. Don't include contact information here. It's at the top.

Sincerely,

John Smith

Follow the BAR format to demonstrate achievements and results.

The main goal is to get them to read everything. Keep paragraphs to 4-5 lines.

Helpful Links:

<https://www.cleverism.com/cover-letter-sample-tips-catch-employers-attention/>