

Network to Work Meeting

Handout – July 2016

Pointers for Writing a Cover Letter

Cover letters today are changing. People who screen applications have shorter attention spans and often read resumes and cover letters on electronic devices, including smart phones. Writing a cover letter suitable for these changing conditions requires a new approach. Here's a formula to help you draft such a letter:

1. Start with a question or engaging statement.
2. Target the biggest need the employer has (as suggested by the job advertisement or your research)
3. State how you're the solution.
4. Prove it! Give them three bullets that prove you're the solution.
5. If you've made or saved money for a past employer, or contributed to its financial growth, say so.
6. End by calling the employer to action (that is, to contact you).
7. Edit – target size is 150 words or fewer.

Here's an example:

Dear Ms. Anderson:

(Option 1) Are your customers receiving the quality service they deserve? I can provide that level of service with:"

OR

(Option 2) I see from your job advertisement that you need a customer service representative who can provide quality service and attention. I'm that person; I am trained in customer service with:

- Outstanding interpersonal and communication skills
- A strong commitment to organizational success
- An excellent capacity to stay cool in stressful situations

My background working with people and in the construction trades would be a strong asset to ABC Building Products. Would you like to know more? Let's talk! Contact me at 555-1212 or bobsmith@gmail.com. I look forward to making a difference for ABC Building Products.

Sincerely,

Bob Smith