

Network to Work Meeting

Resource Materials – July 2017

Cover Letters

In order to get an interview you first need to capture the hiring manager’s attention. Let’s look at some specific ways we can do that.

Start With a Passion

Many companies say that they’re looking for people who not only have the skills to do the job, but who are truly passionate about what they’re spending their time on every day. If that’s what your dream company is really looking for (hint: read the job description), try an intro that shows off why you’re so excited to be part of the team.

1. I’ve been giving my friends and family free style advice since I was 10, and recently decided it’s time I get paid for it. That’s why I couldn’t believe it when I found a personal stylist position at J. Hilburn.
2. The other day, I took a career assessment, which told me I should be a maritime merchant. I’m not quite sure what that is, but it did get me thinking: A role that combines my skills in business development with my lifelong passion for the ocean would be my absolute dream. Which is how I found this role at Royal Caribbean.

Start With Your Love for the Company

Similarly, many companies want to hire people who already know, love, eat, and sleep their brand. And in these cases, what better to kick off your cover letter than a little flattery? Bonus points if you can tell a story—studies show that stories are up to 22 times more memorable than facts alone.

1. I pretty much spent my childhood in the cheap seats at Cubs games, snacking on popcorn and cheering on the team with my grandfather. It’s that passion that’s shaped my career—from helping to establish the sports marketing major at my university to leading a college baseball team to an undefeated season as assistant coach—and what led me to apply for this position at the Chicago Cubs.

2. If I could make the NYC apartment rental process better for just one person, I would feel like the horrors of my recent search would all be worth it. So, a customer service role at RentHop, where I could do it every day? I can't think of anything more fulfilling.

Start With an Attribute or Accomplishment

The unfortunate reality of the job hunting process is that, for any given job, you're going to be competing with a lot of other people—presumably, a lot of other similarly qualified people. So, a great way to stand out in your cover letter is to highlight something about yourself—a character trait, an accomplishment, a really impressive skill—that'll quickly show how you stand out among other applications.

1. While you won't find the title "community manager" listed on my resume, I've actually been bringing people together online and off for three years while running my own blog and series of Meetups.
2. You might be wondering what a 15-year veteran of the accounting world is doing applying to an operations role at a food startup like ZeroCater. While I agree the shift is a little strange, I know you're looking for someone who's equal parts foodie and financial guru, and I think that means I'm your guy.

Source: <https://www.themuse.com/advice/31-attentiongrabbing-cover-letter-examples>

Thinking about a job that you would like to get, choose one of the three kinds of attention grabbers above and write your own attention grabber. (If you choose #2, you'll need to focus on a specific company and what you like about it.)
