

## Network to Work Meeting

March 2020

### RESOURCE DOCUMENT #2 – *COVER LETTER CONTENT & FORMATTING*

## Examples of Cover Letter Content

### 1. Example – Professional but Generic and Forgettable Cover Letter

(Professional but bland. Reveals little about applicant except that she's been in the industry for over 8 years and thinks she's qualified. Gives the bare minimum.)

To Whom It May Concern,

I recently came across your job post looking for a Production Office Coordinator for the educational television series, "Wonder Kids." I think my skills and experience would be a good match for the position and I am submitting my resume to you in the hopes of obtaining an interview.

For the past eight years I have worked as a Production Office Coordinator on a variety of other shows, providing crucial administrative support as well as maintaining and managing the day to day operations of a busy production office. I am familiar with all aspects of production including contracts, budgets, proper paperwork distribution, and travel coordination. I pride myself on my organizational skills as well as my ability to run an efficient staff of over 10 employees.

I am attaching my resume which outlines all my past work experiences as well as a detailed listing of my qualifications and skills. I look forward to the possibility of speaking with you about this position.

Sincerely,

Blanche D. Oatmeal

# Examples of Cover Letter Content, continued

## **2. Example – Same letter, new and improved**

**(This letter is tailored to the qualities the company is looking for – learned through research - and shows how she is a perfect fit for the job.)**

Dear Mr. Sorensen: **(Shows effort to find proper recipient of the letter.)**

**(#1. This paragraph shows applicant is excited about the job and is looking to be part of a team. She is personal, engaging and dynamic. It's not cookie cutter.)**

When I saw the job posting looking for a Production Office Coordinator for the educational television series, "Wonder Kids," I knew I had to submit my resume. I am a hard-working and enthusiastic Production Office Coordinator with over eight years of practical hands on experience and am ready for my next adventure! I am currently looking for an opportunity to continue working within the industry and know my skills and experiences would be a good fit for the position and the "Wonder Kids" team overall.

**(#2. This paragraph shows her eagerness for a challenge and adaptability.)**

As a Production Office Coordinator, my skills include scheduling, contracts, paperwork distribution, and budgeting. I'm also comfortable dealing with vendors, hiring and managing staff, and ensuring the smooth day to day operations of a busy office. My experience has included both small and large budget companies, and as a result, I am familiar with the need to be adaptable and find myself excited by the prospect of a challenge.

**(#3. Here she brags a bit about what she brings to the table. She researched the company and found it valued "attention to detail". She uses an example to demonstrate she has that quality.)**

I am proud of my attention to detail and as a result of my experiences with companies of different sizes and budgets, have been able to develop skills not normally associated with the more traditional Production Office Coordinator role, including graphic design, managing social media and web development. I enjoy working with a wide variety of people and am a multitasker, diligent self-starter and eager team player.

**(#4. Here she engages the company on a one-on-one level; shows research she's done on the company and its current projects. This shows she's not just blindly applying to the company but genuinely knows a bit about them and has a passion for what they do.)**

I also wanted to take this opportunity to let you know that my interest in working for you extends beyond my desire to simply be a Production Office Coordinator. I grew up on the show "Wonder Kids" and consider them to be a huge part of my early education. I am a strong believer in quality children's programming and have always felt that "Wonder Kids" provided not only entertainment, but educational value as well. If hired, I would be proud to be a part of the "Wonder Kid" family and help continue that legacy for future generations.

**(#5. Finally, she outlines the next steps she hopes the company will take – i.e., contact her for an interview – and provides her contact information so that it is readily available.)**

Thank you for taking the time to review my resume and consider me for this position. You can contact me with any questions by emailing me at email@address.com or by calling me at 555-555-5555.

I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Blanche D. Oatmeal

# Basic Cover Letter Template

Your Name  
Your Address  
City, State, Zip

Your Best Contact Phone Number  
Your Professional Email

Date

Employer Name  
Title  
Company  
Address  
City, State, Zip Code

SALUTATION: Dear Mr./Ms. Last Name:

- (Do NOT say “Dear Sir / Madam”, or “To Whom it May Concern”. If you can’t find a name, you can say “Dear Hiring Manager”.)

PARAGRAPH 1: As this is your opening paragraph, make sure it’s strong and draws the reader in. Explain why you are writing. Describe the job you are applying for, including the position and job title.

PARAGRAPH 2: Here you introduce yourself and tell your potential employer why you are qualified to do the job you are applying for. This is your chance to let them know what you have to offer and why your skills and knowledge are perfect for the position. Be sure to tailor based off your research.

PARAGRAPHS 3-4: If needed, these are the paragraphs where you can explain away any concerns an employer might have about your ability to do the job. It’s also where you can share accomplishments, success stories, and any other bits of information that will help convince the hiring manager that they have to bring you in for an interview.

FINAL PARAGRAPH: This is where you wrap up your letter. Make sure to thank them for considering you for the job and let them know they should feel comfortable reaching out to you with any questions or concerns not addressed in your letter/resume. This is also the paragraph where you let them know how you plan on following up with them.

Sincerely (or any other closing comment),

*Signature*

Typed Signature

# Sample Text written by a Career Changer

Writing a cover letter poses some extra challenges if you are changing your career. How can you speak to your qualifications?

Here is an example that talks about having a winding career path that brought knowledge and experience. This is then followed by a statement about how this experience would translate successfully into the new job being sought.

*“Like many others, my career path hasn’t been entirely straightforward. After leaving Crabapple Media, I enrolled in a local coding training program. Six months later, I emerged with a certificate in computer programming and a certainty that I did not want to be a coder. But education is never wasted. I’m now an aspiring sales representative with experience supporting a thriving sales team and extensive knowledge of the tech space.*

*Here’s a little bit more about how my experience would translate into this role:*

*At Crabapple Media, I assisted in coordinating three annual sales strategy rollouts, each yielding a 26% increase in pipeline year over year.*

*At Sunshine Inc., I supported 12 independent team members in their lead generation efforts. I also assisted in processing an average of 300 sales transactions every quarter.*

*I thrive in busy, ever-changing environments that require me to communicate clearly and concisely. Supporting a high-volume team and a busy executive helped me to hone these skills—I typically sent more than 200 emails a day!”*

Notice how the experience is quantified with numbers that back up the skills she claims to have.

# Formatting Recommendations

## Length:

- One page

## Font:

- Try to avoid any font (typeface) listed as a “Serif”. These are fonts with added embellishments and stylizations. They look nice but applicant-tracking software might reject them.

○ The name of this font is “Georgia”. Do you notice the lines at the bottom of many of the letters? These are serifs.

- Fonts like Arial (what this is written in), Verdana, Calibri, Trebuchet MS, Century Gothic, Gill Sans MT, Lucida Sans and Tahoma are considered “sans serif” and are most legible for the human eye and the computer scanners.

## Font Size:

- Between 10.5 and 12 points for ideal readability.

## Margins:

- Normal margins are 1” on all sides.
- Narrower margins may result in information being cut off when printed.
- Larger margins make a letter look boxed in and squished.

## Paper:

- Use paper rated at 24 lb. weight. Lighter paper used for bulk copying comes across as cheap and flimsy.
- Color should be white, cream, ivory or light gray.

## Spacing:

- Single spaced, and double-spaced between paragraphs.