Cover Letter Cafe

Career Services Center
Walden University

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Objectives

• Learn the purpose of a cover letter
• Discuss the main parts of a cover letter
• Learn how to differentiate yourself by highlighting your relevant accomplishments
• Explore cover letter resources
What is your greatest cover letter writing challenge?
What is the Purpose of a Cover Letter?

• **Introduce** yourself to potential employer
• **Communicate** your most relevant accomplishments while tailoring them to target position
• **Articulate** your interest in the organization and how you provide value
• **Entice** reader to want to learn more about you
• **Motivate** them to contact you for the interview
Tailoring Your Cover Letter

- Research the Company
- Review Position Requirements
- Match Your Skills
- Use CAR Statements

Tailored Cover Letter
- Showcase your Brand

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The Anatomy of a Cover Letter

Communicate your most relevant accomplishments.

**Introduce yourself and state why you are writing the letter.**

**William Walden**

123 Walden Way • Minneapolis, MN 55410 • 222.333.1212 • wwalden@waldenu.edu

July 14, 2018

Contact Name
Title
Organization Name
Street Address
City, State, Zip Code

Dear Mr./Ms. Name,

**Introduction Paragraph:** Answer the question, “Why am I writing?” Capture the employer’s interest by expressing interest in specific position and organization, indicating how you heard about the position, and introducing yourself and briefly stating why you are interested in the position.

**Body Paragraph:** Answer the question, “Why should you hire me?” Briefly communicate your most relevant accomplishments as they relate to the target position. Provide examples of your accomplishments, especially those that describe why you are a good fit for the position. This is also an opportunity to describe your “soft skills” in action. Avoid repeating your resume verbatim.

**Closing Paragraph:** Conclude by indicating your interest in setting up an interview and thanking them for reviewing your materials. It is also appropriate to state how you will follow-up and when.

Sincerely,

(Signature)

William Walden

Express your interest in scheduling an interview.
**Introduction: Paragraph 1**

*Introduce yourself!*

Capture the employer’s interest by:

- Expressing interest in specific position and organization
- Indicating how you heard about the position
- Introducing yourself and briefly stating why you are interested in the position
William Walden
123 Walden Way • Minneapolis, MN  55410 • 222.333.1212 • wwalden@waldenu.edu

July 14, 2018

Contact Name
Title
Organization Name
Street Address
City, State, Zip Code

Dear Mr./Ms. Name,

I am writing to express my interest in the Project Coordinator position currently available with LCRA. This position is the perfect opportunity for me to further develop my project management skills in a supporting role while achieving your organizational goals.

Accordingly, please allow me to highlight my experience and qualifications as they relate to those outlined in the job description outlined on the company website.
Why should you hire me?

• **Communicate** your most relevant accomplishments as they relate to the target position

• **Provide examples** of your accomplishments – those that describe why you are a good fit

• **Describe your “soft skills”** in action

• Avoid repeating your resume verbatim
Dear Mr./Ms. Name,

I am writing to express my interest in the Project Coordinator position currently available with LCRA. This position is the perfect opportunity for me to further develop my project management skills in a supporting role while achieving your organizational goals.

Accordingly, please allow me to highlight my experience and qualifications as they relate to those outlined in the job description outlined on the company website:

- Over 5 years of project coordination and executive administration experience in non-profit, higher education and small business settings;
- Managed $500,000 annual organizational budget for mid-sized nonprofit;
- Monitored, organized and evaluated raw data from 20 managers and created accurate workflow reports; and
- Earned Bachelor’s in Business Administration and currently pursuing Graduate Certificate in Project Management.

- Highlight relevant qualifications in bulleted format
I bring knowledge of working with individuals, groups, and communities from a strengths perspective. I understand the Code of Ethics of Public Health and its importance to my work as a public health practitioner. I have volunteered at a STD clinic for over a year and I am knowledgeable of HIV/STD screening procedures. My organizational and communication skills acquired during five years of prior administrative experience will also help me contribute to your team of public health professionals.

As I approach the end of my graduate program, I am eager and ready to apply theory to practice. Enclosed you will find my career portfolio which includes a resume, a detailed description of the Master of Public Health program at Walden University, and Practicum Experience requirements.
Closing Paragraph

*Ask for the interview!*

- Conclude by indicating your interest in setting up an interview
- Thank them for reviewing your materials
- State how you will follow-up and when
I would love the opportunity to meet with you in person to further discuss my qualifications, experience, and enthusiasm for becoming an integral member of your project team at LCRA. Please feel free to contact me at the telephone number or e-mail address listed above to schedule an interview. I will follow-up within a week to ensure receipt of my application.

Thank you for your time and attention; I look forward to a favorable response.

Sincerely,

William Walden
Summarize Your Key Selling Points Using the “CAR” Framework

- **Challenge** – What was the problem?
- **Action** – What did you do? Did you initiate it?
- **Result** – Who or what was impacted and how?
## Skills Match Table (T-Style)

<table>
<thead>
<tr>
<th>Employer’s Needs: Business Analyst</th>
<th>Accomplishment Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review, analyze business metrics and processes</td>
<td>Analyzed and monitored quality service for inbound and outbound calls, and recommended improvements to quality assurance manager.</td>
</tr>
<tr>
<td>Improve systems and processes</td>
<td>Improved departmental efficiency by 20% through training, coaching, and process improvement initiatives.</td>
</tr>
<tr>
<td>Teamwork and collaboration</td>
<td>Supervised team of 23 customer service representatives.</td>
</tr>
<tr>
<td>Bank center or call center experience</td>
<td>3+ years of call center experience; promoted to supervisor based on stellar performance, leadership, and collaboration.</td>
</tr>
</tbody>
</table>
General Cover Letter Formatting Tips

• Length: 1 page/ 3-4 paragraphs maximum
• Margins : 1 inch on all sides
• Font – 11 to 12 point such as Arial or Times New Roman
• Simple and concise language
• ALWAYS double check spelling, grammar, and punctuation
Career Services Website Resources

http://careercenter.waldenu.edu
OptimalResume Samples

WALDEN UNIVERSITY CAREER SERVICES CENTER
Email: optimalresume@waldenu.edu  Website: http://careercenter.waldenu.edu/

View Letter Samples

https://waldenu.optimalresume.com
Questions?
Career Advising Appointment

• 1:1 appointment with a Career Advisor
  – Watch/attend a Career Services Overview
    • Archived Webinars tab
    • Registration link on careercenter.waldenu.edu
  – Schedule an appointment
    • myWalden Portal
    • Upload your document
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
For upcoming webinars, please visit the Career Services Center website for topics and links to register.