Create a Custom Cover Letter

Career Services Center

Website: http://careercenter.waldenu.edu
Email: careerservices@mail.waldenu.edu
Audio Mode: select either
• Use Telephone
  or
• Use Mic & Speakers

Questions:
• Please use the Question function to type in and send your question.
• Do not use the Raise Your Hand function to ask questions.
• Questions will be answered towards the end of the group advising session.
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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**: Introduce yourself to a potential employer
- **Communicate**: Communicate your most relevant accomplishments while tailoring them to target position
- **Articulate**: Articulate your interest in the organization and how you provide value
- **Entice**: Entice the reader to want to learn more about you
- **Motivate**: Motivate the employer to contact you for the interview
Tailoring Your Cover Letter

1. **Tailored Cover Letter**
2. **Match Your Skills**
3. **Research the Company**
4. **Use CAR Statements**
5. **Review Position Requirements**
6. **Showcase your Brand**
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
The Anatomy of a Cover Letter

Communicate your most relevant accomplishments.

Introduce yourself and state why you are writing the letter.

Express your interest in scheduling an interview.

William Walden
123 Walden Way • Minneapolis, MN 55410 • 222-333-1212 • wwalden@waldenu.edu

July 15, 2019

Dear Mr./Ms. Last Name,

Introduction Paragraph: Answer the question, “Why am I writing?” Capture the employer’s interest by expressing interest in the 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
Introduction: Paragraph 1

Introduce yourself!

Capture the employer’s interest by:

• Introducing yourself and briefly stating why you are interested in the position
• Indicating how you heard about the position
William Walden
123 Walden Way • Minneapolis, MN 55410 • 222-333-1212 • wwalden@waldenu.edu

July 15, 2019

Juan Fernandez
Program Director
Minneapolis University
110 Laureate Drive
Minneapolis, MN 55410

Dear Mr. Fernandez,

I am writing to express my interest in the Adjunct Faculty position currently available with Minneapolis University. This position is the perfect opportunity for me to further develop my teaching and research skills while supporting students and furthering the organization’s goals.

Accordingly, please allow me to highlight my experience and qualifications as they relate to those outlined in the job description.
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 Ms. Johnson,

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.

• Over five 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.
• Earned Bachelor’s in Business Administration and currently pursuing Graduate Certificate in Applied Project Management.
I bring knowledge of working with individuals, groups, and communities from a strength-based 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 and samples of projects completed.
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 discuss my qualifications, experience, and enthusiasm for becoming an integral member of the Case Management team at New Horizons Wellness. Please feel free to contact me at the telephone number or email 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

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

- **Challenge** – What was the problem?
- **Action** – What did you do? Did you initiate it?
- **Result** – Who or what was impacted and how?
- **Tie-in** – What can you do in the future?
<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>
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Career Services Website Resources
Questions?
Career Advising Appointment

1:1 appointment with a Career Advisor

Watch/attend a Discover Career Services webinar
• Archived Webinars tab
• Registration link on careercenter.waldenu.edu

Schedule an appointment
• Student Portal
• Upload your document
For upcoming webinars, please visit the Career Services Center website for topics and links to register.
Doctoral Career Pathways Conference

Conference: Thursday, September 19 from 4 - 8 pm Eastern
Networking Event: Thursday, September 26 from 7 – 8 pm Eastern
Focuses on six major doctoral career pathways