



## Cover Letter Navigation:

### Step 1: Deconstruct the Job Description

Identify employer needs and where you can fill that need based on past experiences

<b>What the Employer Needs</b>	<b>When I've Done This Previously</b>
<i>Example: Analyzing information and making a recommendation</i>	<i>Example: Cluster: Collaborated to conduct QSR industry research to identify and present best strategies for company's success.</i>

### Step 2: Identify Your Audience

Answer the following:

Who will be reading this letter?

What industry should this appeal to?

Circle one: **Mr. | Mrs. | Ms. | Mx. | Hiring Manger | Hiring Committee**

### Step 3: Introduce Yourself

The first paragraph of your cover letter provides an introduction of you to the employer. It should include the position you are applying to, how you found the position, and introduce your fit for the position. The first paragraph is generally three to four sentences long. Include the name of a mutual contact, if you have one. You can use the paragraph's end to introduce your fit with the position.

#### Starting Your Intro Paragraph:

Answer the following:

What position are you applying for?

Statement about your professional self:

Mutual Contact (if applicable):

What specifically makes you a strong fit?:

#### Step 4: Market Yourself

The second paragraph of your cover letter describe your fit for the position in detail. Describe how your qualifications match those in the job description and the value you can provide to the organization. Reference one or two specific examples. Do not repeat your resume word for word – provide more detail and information to highlight the achievements in your resume. The paragraph is approximately four to six sentences long.

#### Starting Your 2nd Paragraph:

*Using the chart from Step 1 to build out your marketing paragraphs and don't forget to use P-A-R (Problem-Action-Result) story-telling format and keywords from the job description*

The third paragraph of your cover letter describes the synergies between you and the company. Establish why you are interested in the company, such as values or traits you are looking for in a company. Be sure to do you research – this can be done through previous conversations with the employer, an informational interview, or through your own secondary research. Do not copy information directly from the website. The paragraph is approximately four to six sentences long.

#### Starting Your 3rd Paragraph:

*Answer the following:*

Why are you interested in the company?:

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What values or traits do they have that you are interested in?:

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Who told you about these areas of the company (if applicable):

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#### Step 5: Finish Strong

The fourth and final paragraph should restate your interest in the position, thank the employer for considering your application, and provide your contact information (phone number and email).

#### Starting Your 4th Paragraph:

*Answer the following:*

How will you reiterate your interest in the position?:

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#### Don't forget the Complimentary Close:

*Circle one:* **Sincerely** | **Best regards** | **Warm Regards**