

NETWORKING NETWORKING NETWORKING



I LIKE NETWORKING

Cover Letter Guide

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HOW TO WRITE A COVER LETTER - FOR REAL PS. THERE ARE NO SHORTCUTS

This is one of the questions we get asked the most!

How to choose which jobs to apply, how to not go nuts with rejection or bounce back from it, and how to figure out cover letters.

Here's the thing: we're not recruitment experts AND there's a lot of advice out there. So what we can do is: share some great resources and tell you how WE approach it ourselves.

FIRST THINGS FIRST

WHAT ARE YOU APPLYING FOR?

Cover Letters take time since they should be personalized for each role. You will only have the energy and focus to do that properly for a very limited number of cover letters.

YOU ONLY NEED ONE JOB so make sure you're excited enough for this opportunity because that will come out on paper and a ONE-PAGE cover letter is what we're after

THE INTRODUCTION

Think about **WHY** you want this job at **THIS** company. Research the company ahead of time, look at recent news, blog posts and who works there. It can be useful to find people on LinkedIn who also work there in similar roles and see how they describe themselves.

All this information will go on your intro paragraph which should show some of your personality and **CLEARLY** tell the recruiter **WHY** you want this job there and why you can hit the ground running.

Don't start a cover letter with something generic like I'm applying for x job which I found at x place. It's a waste of space. Your opening line should be **PUNCHY**.



THE NEXT 1-2 PARAGRAPHS

Once you've decided you're a good fit for this role and the role is also a good fit for you, go through the job description and the essential requirements. Respond to each requirement with a bullet point on how you can demonstrate that.

A cover letter is not about YOU but how you MEET the employer's needs.

**YOUR CV IS LIKE A MAP,
BUT THE COVER
LETTER TELLS THE
EMPLOYER HOW YOU'RE
GOING FROM A TO B.**

**A = YOUR PREVIOUS
EXPERIENCE**

**B = WHERE YOU WANT
TO BE, WITH THIS ROLE
AT THIS COMPANY**

This takes time, but once that's done you will have
a STRUCTURE.

From those bullet points, choose 1-3 examples
from your work experience that might hit the most
of them

You shouldn't REPEAT CV information, but you can
refer to it when mentioning those examples.



merylisk

Greetings, Exalted One. Allow me to introduce myself. I am Luke Skywalker, Jedi Knight and friend to Captain Solo.

I know that you are powerful, mighty Jabba, and that your anger with Solo must be equally powerful. I seek an audience with Your Greatness to bargain for Solo's life.

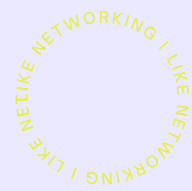
With your wisdom, I'm sure that we can work out an arrangement which will be mutually beneficial and enable us to avoid any unpleasant confrontation.

As a token of my goodwill, I present to you a gift: these two droids. Both are hardworking and will serve you well.



siderealsandman

1. Polite greeting (Greetings, Exalted One)
2. Self-Introduction (I am Luke Skywalker)
3. Establish Credentials (Jedi Knight)
4. Explain how you learned of this opportunity (Friend to Captain Solo)
5. Establish Purpose (I seek an audience with Your Greatness to bargain for Solo's life.)
6. Show what you can bring to the organization (I present to you a gift: these two droids. Both are hardworking and will serve you well.)



CLOSING

Your closing paragraph should be short and reiterate your interest and fit for the role.

MORE RESOURCES

A great article from [Harvard Business Review](#)

This guide from [Nikky Lyle](#) is for those more in design & advertising.

A guide for internship cover letters from [Resume.io](#)

[A decent template comparing a job description to a cover letter](#) (but please DON'T try to just replicate this word for word). As we mentioned before, that tactic doesn't work. As someone who has had to hire people, we can TELL when it's a copy and paste letter.

TIPS

PROOFREAD!

If you can, connect with someone from the company to ask for information on the role and the company culture so you can REALLY nail it.

Networking is key.

Once you're done with your cover letter, let it sit for a day and then go back to it with fresh eyes.

Have a friend that knows you well at work? Send it to them and ask them if you're UNDERSELLING yourself.

You should demonstrate that you're CONFIDENT about performing this role.