



Clear-Sighted Career Online Learning Series Presents:

Top Tips for Exceptional Cover Letters

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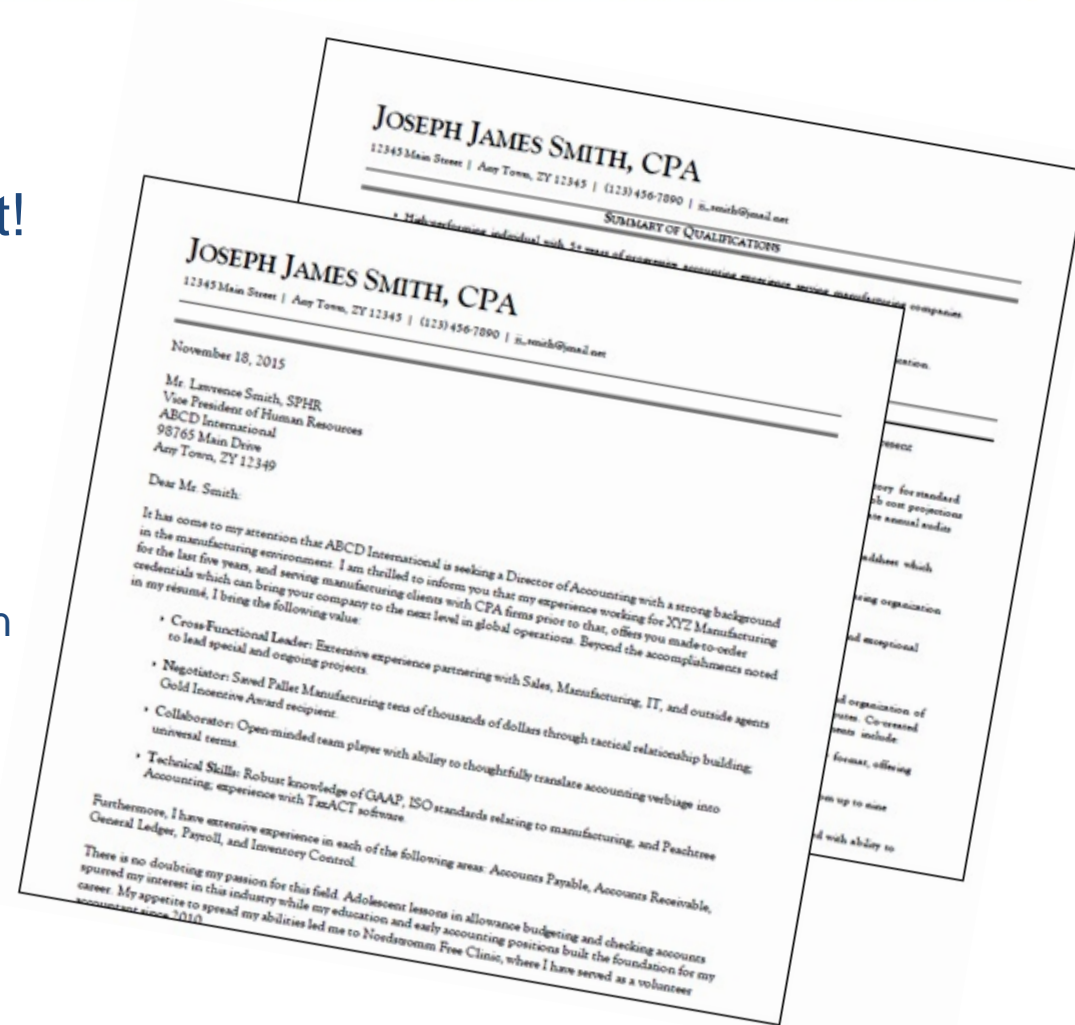
Today's Topics

- I. Components of a Cover Letter
- II. Tone and Focus
- III. Content
- IV. What to Include and Exclude
- V. Summary, Tips, and Reminders



Components of a Cover Letter

- Heading
- Business Formal Format!
- Date
- Inside Address
 - Include Contact Information
- Greeting
- Body
- Closing



Tone and Focus

➤ Professional

- Clear and Concise
- Sincere and Authentic

➤ Employer vs. Job Seeker Focused

- Focus on solving *their* problem
- Avoid expressing *your* wants/needs
- Avoid personal pronouns



“It’s come to my attention that ABC Company is seeking a Marketing Manager with a strong background in digital media. I’m pleased to inform you that my experience working for XYZ...”

vs.

“I am extremely interested in working for ABC Company, as my values and beliefs fall exactly inline with the company’s mission. This is my dream job and it would be an honor...”

Content

- Keep it Short
 - 3 Paragraphs, 5-6 lines each
 - Do not list entire work history
 - Include only what they *want/need* to know
- Introduce New Info, or...
- Expand Upon Resume
 - But never regurgitate info
- Take Advantage of the fact that dates aren't necessary
- Utilize Bullets



Content (cont.)

➤ Opening Paragraph

- Summary, high level
- Offer hard skills/experience
- Prep for details

“... I’m pleased to inform you that my experience providing digital media solutions for XYZ Inc. over the last 3 years offers you made-to-order credentials, which can bring your company to the next level in global operations. Beyond the accomplishments noted in my résumé, I bring the following value:”

➤ Body

- Specific details (skills, experience, accomplishments)
- Value you bring
- Tailor!

➤ Closing

- Wrap Up
- Offer meeting/interview
- “Thank You”



What to Exclude and Include

➤ Exclude:

- Negatives, missing experience, apologies
- Obvious statements
- Enclosure: *Résumé*
- Educational info/coursework
- “*Me*” statements

➤ Include:

- Answers to glaring questions
- Links w/ friendly URLs (LinkedIn, e-portfolio, personal webpage, etc)
- Relevant information!
- Creativity (tell a story!)
- Any required information



Summary, Tips, and Reminders

- Always use a Business Formal format
- *Employer* focused
- Keep it short and tailor it!
- Find contact Info
- Don't overthink
- Triple check spelling and grammar
- Review articles/webinars on alumni.nd.edu/career



Question and Answer



Thank You!

Questions?

Please email career@alumni.nd.edu

Complimentary cover letter reviews for alumni by Career Advisor

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