Our target

1. Importance of cover letters
2. Write a strong, persuasive cover letter

How we'll get there

- Understand the purpose of a cover letter
- Do we really need cover letters?
- Get the basics right while avoiding common mistakes
- Writing a cover letter with minimal effort

What purpose does a cover letter serve?

- Complementary to resumes. Directs attention to important points.
- Persuasive, enthusiastic
- Shows your personality. Value you bring.
- Showcases communication skills
- Explains unique circumstances
- Customization

Do we really need cover letters?

- Changing dynamics
- Still valued in many industries
- Personalization, context
- What to do?
  - Always follow application instructions
  - Best to be prepared

Getting the **basics right**

- Structure and format
- Personal yet professional tone
- Customizing and highlighting
- Call-to-action

February 21, 2022

Liza Wideman
Recruiting Coordinator
Great Strategy Consulting Firm
200 Shell Fish Blvd, Suite 199
San Francisco, CA 94080

Dear Liza Wideman:

I am writing to express my interest in securing an Associate position at Great Strategy Consulting Firm. I am a Master of Liberal Arts degree candidate at Harvard Extension School, specializing in Information Technology. I come from a solid technical background with a strong interest in business and a passion towards strategy. I have maintained a 3.95 GPA through a well-balanced program of study, enhancing my analytical and technical skills while building my teamwork and leadership capabilities. I am extremely impressed with Great Strategy's approach to strategy consulting, especially within the Business Development and Innovation practice areas. My academic background, business knowledge and industry experiences have provided me with the credentials needed to thrive as an Associate.

Prior to Harvard, I worked as a technology professional, primarily resolving strategic issues related to technology process improvement. I gained solid research, analytical and problem solving skills while working in Fortune 500 companies. My background in generating innovative ideas and strategies to improve processes has provided me with a deeper understanding of multifaceted problems that companies encounter in their daily operations. Moreover, because of my work experiences, I fully understand how important it is to have great team dynamics in today's multi-disciplinary business environment.

To date, my experience as an IT professional has been extremely rewarding and productive. However, it is through strategy consulting that I can use my analytical aptitude and creative problem solving skills to their fullest. I strongly believe that consulting is a discipline that will force me to view problems not only from the client's standpoint but also from a marketplace, best practices and "think out of the box" point of view.

I would appreciate the opportunity to interview with Great Strategy Consulting Firm for the Associate position. Please find enclosed my resume for your review. I can be reached via email at jacob.mclean@post.harvard.edu or by phone at (617) 555-3456. I enthusiastically look forward to hearing from you soon.

Thank you for your time and consideration.

Sincerely,

Jacob A. McLean

- FaNcY dEsIgN
- Picture
- TMI (personal info)
- Spleing mistke
- Same formula for everyone
- Too long

Writing a cover letter with minimal effort

Just use ChatGPT!

Writing a cover letter with minimal effort

- Type the prompt: "Below is my CV/resume and the job description of a job I'm applying for"
- Copy-paste your CV/resume's text
- Copy-paste the job description
- Type the prompt: "I want you to write me a cover letter that's customized for this job description. Make sure it has the standard structure of a cover letter, including the opening, body, and closing sections. Make it personal, persuasive, and enthusiastic. Highlight my relevant skills and experiences. And demonstrate how I can bring value to the table. End with a call to action."

One thing to remember:

Your cover letter is your pitch.