

Developing Your Self Brand for Career Success

Cover Letters

WHAT????

My cover letter is
more important
than my resume???



WHY????



Cover Letters have become increasingly more important in the hiring process – sometimes rivaling or even surpassing resumes.

Actually 67 % of students report they moved to the next step in the hiring process because of their cover letter.



Uhh... I
think I
asked
WHY???

?



Why?

It gives you the opportunity to do something a resume cannot

“Tell your story” in a more “professionally personal way”



So that recruiters will remember you once they finish reading your cover letter

And when you get to an interview,
they will remember you once you
finish the interview and leave the
room !



Resumes are "static" – list skills and actionable achievements but there is no room to really "personalize your resume"



Letters have always been a way to share experiences, tell stories, and get to know someone in an authentic way.
Letters are a way to be remembered!

Being authentic makes you stand out

It is your first chance to sell yourself"
Through a well written authentic Cover Letter, you
come up on the scene and you get to make an
impression that stays in the mind of the recruiter.

And when that happens, the recruiter looks
beyond the cover letter and sees your resume in a
whole new light!
You are truly selling yourself, your skills and not
your resume!

Some issues about cover letters

- Not a rehash of your resume
 - Not boring or generic
 - Not too long (succinct, relevant, memorable)
 - Talk about technical and soft skills
 - Show you have a real connection to the company
 - Correct grammar, spelling and no typos
- ✓ End with a call to action*

What is a Call to Action?

End your cover letter with a final few sentences where you express your enthusiasm for the position and where you invite the hiring manager to follow up and speak with you further about the job or internship opportunity.

Good Example

"Thank you for taking the time to review my resume and cover letter as you consider me for this position. I look forward to discussing how my skills and achievements can contribute to the success of your company"



Bad Example

"I really think your company can offer me the position and salary that I am looking for and I can't wait to hear back from you"



Let me run to the CCPD for help in writing my cover letter

Well written and “professionally personal” cover letters can be a gamechanger for your internship search and even for you personally.

Now just a word about

Searching for internships and jobs

There are two things recruiters and hiring managers are looking for when you apply for and interview for internships or jobs

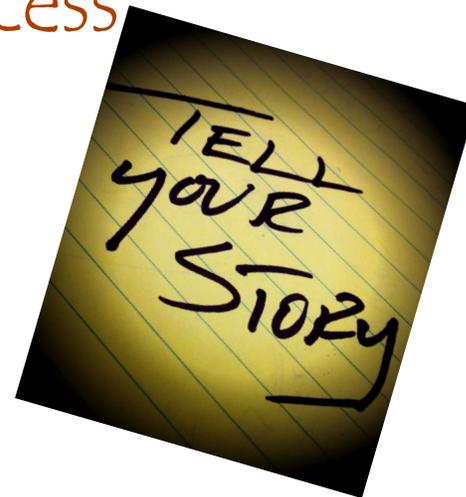
- How the recruiter can “connect” to you
 - How well you know yourself.

One can bring you the other!

And when you know yourself better you can use that knowledge in an interview so that you feel more relaxed, more confident, and more connected to the interviewers.

Who knows how to tell **your story** better than you!

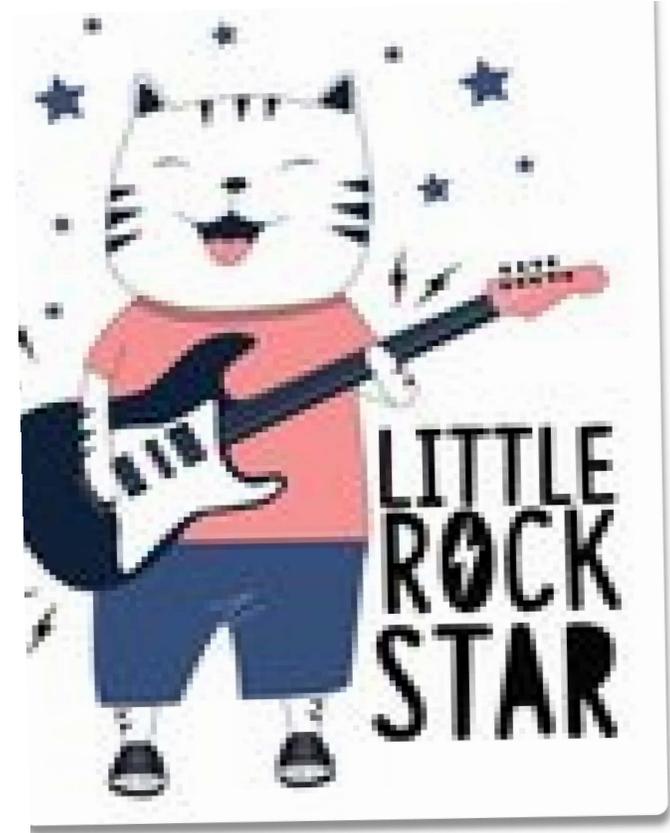
And, when you leave that interview, there will be a better than average chance that you will be called back for the next step in the hiring process



That's me they're talking about!

"Let's bring him back. He really knows what he wants and who he is!"

"WOW!
What a
find!"

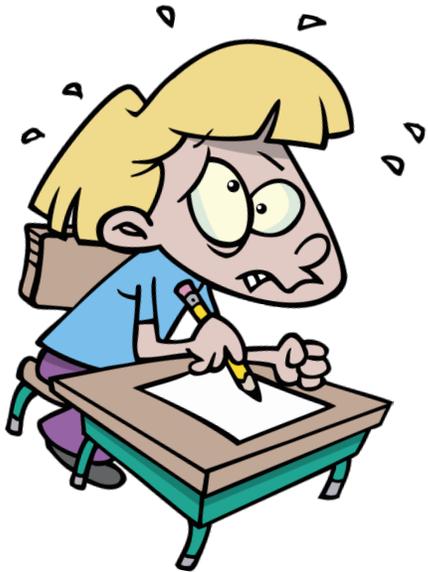


"She has a lot to offer. Let's get her back here to learn more about her."

And that's what you want
recruiters to really think of
you after you leave the
room!



THE END (But not really)



Don't forget to visit the CCPD for help with your resume, cover letter, looking for an internship, a part-time job or any other career needs

CCPD (Center for Career and Professional Development)

Building 1A, Room 105 on campus (718) 982-2300

or online at

www.csi.cuny.edu/careers