

COVER LETTER



WOMEN4IT



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WHY WRITE A COVER LETTER?









COVER LETTER

PHASE 1

200-300 CVs

PHASE 2

20-40 CVs

INTERVIEW

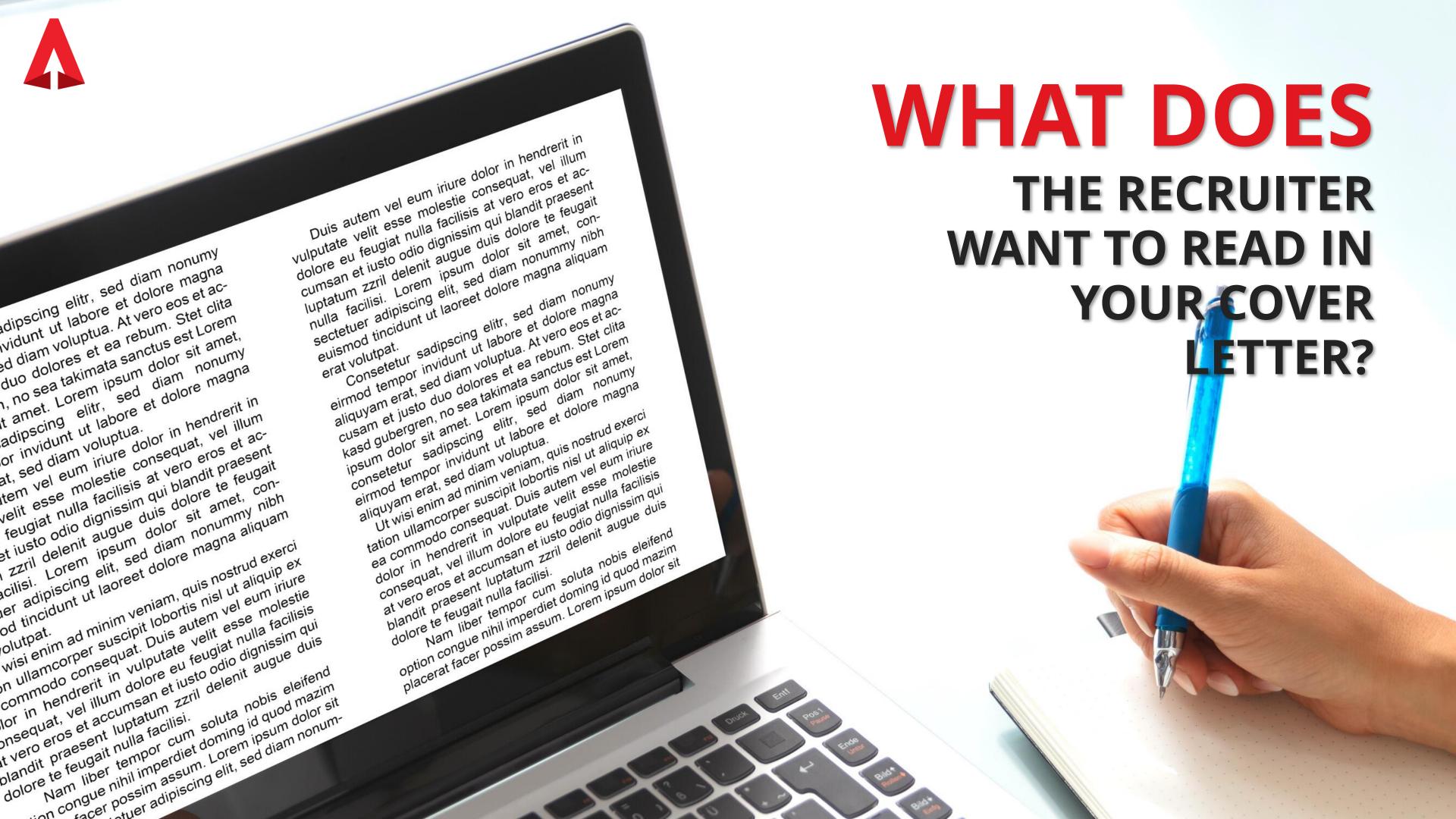
3-6 CVs







* (ATS – Applicant Tracking System)





HOW TO AVOID

THE MOST COMMON X

MISTAKES THAT REJECT YOU?



D0'5

CUSTOMIZE

- Search for the **name** of the recruiter
- Include keywords from the job vacancy

DONITS



- Massive applications
- Wrong company or role

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HOW DO YOU PLAN TO HELP THE COMPANY?

- What do you offer? What do you solve?
- What do you like in this company?
- Why do you apply for this role?
- How are all of the above connect to your personal and professional goals?

DONITS

SELFISH

- What do you want
- What are you looking for
- How amazing you are
- "I am the ideal candidate for this role"

D0'5

SHARE EXAMPLES

 Share a story on how you achieved something with quantitative and valuable results

DONITS

BUZZWORDS

- "I can work independently and as part of a team"
- "I am workaholic with excellent communication skills"



COVER LETTER STRUCTURE

IF YOU APPLY FOR A SPECIFIC COMPANY

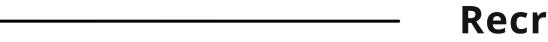


CUSTOMIZE YOUR COVER LETTER





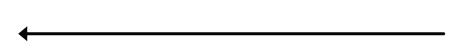
Dear John,



Recruiter name



Dear ABC team,



Company name



Start by writing the reasons that you chose this company:

- How do you connect with the vision of the company?
- Why do you want to work there? Is it the culture? The growth opportunities? The products/services of the company?
- When was the first time that this company caught your attention? (even as a client)



Share a story:

"I discovered the ABC company from a fantastic TED Talk of the CEO Name Surname. I was impressed by how creative, and inspiring is the working environment of ABC. I want to happily wake up in the morning for going to my job and offer my services, that's why I apply for...."

ragraph



COVER LETTER STRUCTURE IF YOU DON'T KNOW THE SPECIFIC COMPANY

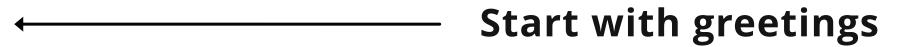
Could happen if you apply for a role through an HR Agency







Dear Sir/Madam,





Begin with achievements that showcase your pasion

"I managed 20 construction projects during the last 10 years in Ireland and the UK. My passion is to develop valuable eco-friendly buildings that will serve the community, that's why I am so interested in this role."

or



What if you have no experience or achievements?

Focus on why you chose that sector and specialty:

- What does it mean for you of working for this industry?
- Why did you choose this job?

CUSTOMIZE YOUR COVER LETTER



Why should they hire you? What is the value that you bring to them?

- Make sure you make the cover letter relevant to the job description
- Explain what are you able to solve/improve with achievements from the past
- Clarify your unique skills with examples



"I successfully deigned 40 websites for engineering companies during the last 5 years...."



Share your excitement about the role



"I will be happy to discuss about this opportunity in an interview."



WRITE AN INTRODUCTORY COVER LETTER AND THE BODY OF EMAIL



Dear John,

I am sending you this email because I am interested in this role (Job Title).

Write a short paragraph focused on your experience and why you chose that company.

Please find attached my cv and cover letter that include personal achievements and results I believe will be valuable for this role.....I will be glad to learn more about this opportunity and discuss for a potential collaboration with (Company name).

Warm regards,
Name Surname
Mobile phone





video cover letter examples

Q

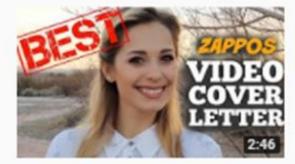
About 15,400,000 results



Example of Video Cover Letter to go with an Application

Flutterby Media • 11K views • 5 years ago

Take advantage of all the tools at your disposal and in everything you do work to set yourself apart.



Zappos - Video Cover Letter | Kimberly Miller

KIIMII Music • 6.1K views • 1 year ago

Kimberly Miller's Video Cover Letter for Zappos, January 2016. Video length: 2 minutes, with a 45 second original song at the end.



Creating a Video Cover Letter Tutorial

Stand Out in the Crowd • 7.3K views • 2 years ago

HireYouOn's tutorial on how to create your Video Cover Letter to get the job you want.



Video Cover Letter

pabbzftw • 852 views • 1 year ago

Job Application for Kelly Deli.



[Hired] Mindvalley - Video Cover Letter - Alexandru Surdu

Alex Surdu • 25K views • 4 years ago

My Video Cover Letter for Mindvalley's team of visionairs.

VIDEO COVER LETTER



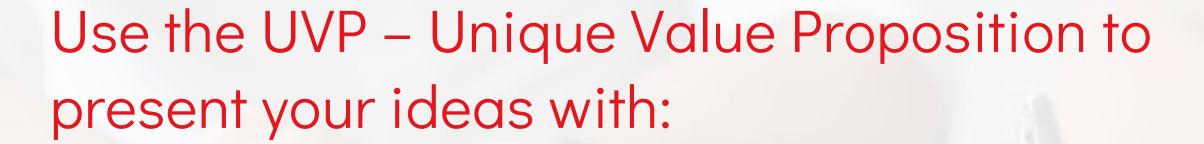




MAKE THE DIFFERENCE!

Create a role for you in the company!





- Page PowerPoint presentation
- Video
- PDF document
- Other media or files that will make a difference

UVP should include:

- **Quantitative data**
- Diagrams with stats
- **Case Studies**
- Property of the second of t





Thank you!

LeadCompass

If you are not doing what you love, you are wasting your time.



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