



COVER LETTER



WOMEN4IT

Iceland
Liechtenstein
Norway grants



Norway grants

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WHY *WRITE A COVER LETTER?*



WHEN *DOES THE RECRUITER READ IT?*

WHAT IS IT?





50%

**of Recruiters read the
cover letters!**

A woman with dark curly hair, wearing a light pink long-sleeved shirt and a silver watch, is sitting at a desk. She is holding a yellow pencil in her right hand and has her left hand on a laptop keyboard. The background is a blurred office setting with a whiteboard and a blue chair. A red arrow points to the top right corner of the image.

WHEN DOES

THE RECRUITER READ THE COVER LETTER?

COVER LETTER

PHASE

1

200-300 CVs

PHASE

2

20-40 CVs

INTERVIEW

3-6 CVs



* (ATS – Applicant Tracking System)



WHAT DOES THE RECRUITER WANT TO READ IN YOUR COVER LETTER?

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HOW TO AVOID

THE MOST COMMON



MISTAKES THAT REJECT YOU?



DO'S

CUSTOMIZE

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

VS

DON'TS

COPY-PASTE

- **Massive** applications
- **Wrong** company or role

DO'S

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?



DON'TS

SELFISH

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

DO'S

SHARE EXAMPLES

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

VS

DON'TS

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...."

1st Paragraph



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,



Start with greetings

 **Begin with achievements that showcase your passion**

"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?

1st Paragraph

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."

2nd Paragraph

Closing



HOW TO
INCREASE THE
POSSIBILITY THAT
THEY WILL READ YOUR COVER
LETTER?



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



ALTERNATIVE

COVER LETTER





VIDEO COVER LETTER



video cover letter examples

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.



UVP – UNIQUE VALUE PROPOSITION

**OFFER FOR
COLLABORATION**









MAKE THE DIFFERENCE!

Create
a role for you
in the
company!









Use the UVP – Unique Value Proposition to present your ideas with:

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

UVP should include:

-  Quantitative data
-  Diagrams with stats
-  Case Studies
-  Research results and information



Thank you!



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



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