

WORKSHEET: Job Description vs. Experience Comparison

<u>Job Description</u> List the key requirements: skills, experiences, attributes	<u>My Skills</u> Do you have a match for this requirement from your own skill set? (Y/N). If not, try identifying comparable skills or experiences.	<u>Details</u> Provide an illustrative example from your education or professional experience

**WORKSHEET: Cover Letter Outline**

Introduction (The Hook)	
How will you introduce yourself?	
What is the position?	
What contacts have you spoken with? Note if someone has specifically referred you to this position	
What relevant/intriguing information have you learned from your company research?	
Why the company/industry/function?	
What is your unique “hook” that will compel the reader to want to learn more about you?	
Body (The Sell)	
Integrate examples from the skill match grid that tie your qualities/experiences to the requirements of the job.	
Example #1 that ties your skills to the job requirements	
Example #2 that ties your skills to the job requirements	
Example #3 that ties your skills to the job requirements	
Example #4 that ties your skills to the job requirements	
Closing (The Ask)	
Summarize why you are a good fit for the role	
What is your “ask”?	
What next steps do you propose?	
Thank the reader	

WORKSHEET: Cover Letter Draft

Opening (The Hook)	Feedback/ Notes
Body (The Sell)	Feedback/ Notes
Closing (The Ask)	Feedback/ Notes

WORKSHEET: Cover Letter Checklist

GENERAL	Y/N?
Makes a clear statement of what value you will bring to the organization	
Makes it easy for reader to identify what key skills and attributes you have to offer	
Conveys your passion for the company, role, and industry	
Tailors content throughout the letter, not just the introduction	
Provides information beyond what is found in your resume	
EMPLOYER RESEARCH	
Uses specific information garnered from informational interviews, presentations, industry sources and company news to demonstrate your interest and fit with the company	
Mentions by name individuals with whom you've had meaningful conversations	
Indicates specific divisions or departments that interest you, where applicable	
MATCH TO JOB DESCRIPTION	
Draws distinct connections between the job requirements and your skills, experiences, and attributes	
Uses language consistent with how the company presents its brand and stories	
Uses specific examples and quantified (or qualified) results to demonstrate competencies	
Addresses most/many of the requirements listed in the job description	
Clearly translates prior experiences to demonstrate preparedness for the desired role	
FORMAT	
One page	
Uses an 11- or 12-point font	
Uses margins at least 1" all around	
Uses proper business formatting and spacing	
Includes your phone number and email	
Incorporates sufficient white space	
Includes specific recipient salutation and contact information (avoid generic greeting if possible, but use "Dear Hiring Manager" if no alternative)	
WATCHOUTS	
Uses the same reasons for interest in the company as are used in letters to other companies (or uses an overly generic reasons)	
Same skills/experiences used in every letter (not tailored to specific job requirements)	
Written from the "me" perspective – focuses on what the opportunity will do for you and doesn't tell the employer what value you bring to their organization	
Restates what is written in your resume	
Includes spelling errors, typos, grammatical errors, wrong company name or other mistakes	
Recycles a CDO "Best Practice" sample letter; cover letters must all be your own original work	
Is boring – lacks the relevance or level of interest to make the reader want to learn more	