

THE MOM PROJECT

Cover Letter Template

Whether you're sending an email or applying online, use this planning sheet to draft a cover letter that gets noticed.

.....

1. A PERSONALIZED GREETING

If you can, determine who will be receiving and reviewing your cover letter so you can personalize it.

Dear _____ (the name of the recipient)

If you can't locate the name of the person, use one of these generic greetings:

- Dear [Department] Hiring Manager
- Dear [Department] Team
- Dear [Company Name]

My greeting:

2. INTRODUCTION PARAGRAPH

Begin with a compliment about the company:

As a long-time admirer of [Company's] leadership in [industry], I was thrilled to see a [name of position] position open up.

List 3 things you admire about the company:

List a skill that will help the company do more of each of these items.

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

Next, share a specific accomplishment or area of your experience that makes you a great fit:

With more than 10 years of experience leading client service teams, I would love the opportunity to add my executive leadership and customer service skills to your team.

3. EXPERIENCE PARAGRAPH

Next, share a couple examples of your experience. Remember, you're not repeating your resume bullet points. Share 2-3 examples that directly relate to the job description.

Top 3 skills mentioned in job description:	My examples of this skill in action:	The results/value:
1.	1.	1.
2.	2.	2.
3.	3.	3.

4. MATCHMAKING PARAGRAPH

Next, it's time to share a strong statement about why you're the right fit for this position so that the reader can't wait to speak with you:

I'm excited to put my [skill 1], [skill 2] and [skill 3] to work for [Company] as your new [job title].

ADDRESSING A CAREER PAUSE

If you have a career pause to address, here's the place to do it. Acknowledge it with a power statement that focuses on your experience and how this experience will benefit the company.

After taking some time away to raise my family, I'm ready to shift my focus back to [specific example of your unique experience or perspective].

Ex: After taking some time away to raise my family, I'm ready to shift my focus back to managing teams of UX designers by providing mentorship, creative direction and a focus on data-driven decisions.

5. CALL-TO-ACTION

Restate your enthusiasm for joining the company and extend an invitation to connect.

I'm excited to learn more about the [job title] position. I look forward to hearing from you in the next few days. I'm available at (phone) and (email).

MAKE YOUR KEYWORDS COUNT

Before you write a final draft of your cover letter, review the job description and identify 3-5 keywords from it that you can speak directly to. Next, go back through your draft and look for areas to add these keywords. Using these keywords will signal to a recruiter that your experience aligns well with the job requirements.

Keywords from the job description:	Included in CL draft?
1.	
2.	
3.	
4.	
5.	