

Exercise - Tool #7: Building the “Middle” Paragraph(s) of Your Cover Letter

EXERCISE #7

⇒ For the same position description you used in exercise #6, carry over the top five relevant key words or phrases. Then complete the second column.

Top 5 priority key words or phrases	My related “Show it” stories (from exercise #4) (If you don’t have one for this key word or phrase, create one following the guidance in exercise #4 or, if it does not apply to you, leave this space blank.)

- ⇒ Next, choose your strongest 2–3 “Show it” bullet points from this list and use them as the basis of the middle section of your cover letter. The cover letter is a chance to expand on the knowledge and skills highlighted in your resume with a few very brief (1–2 sentences) stories that paint a picture for the reader of what you would bring to the position to which you are applying.
- ⇒ With the job advertisement in one hand, the results of exercise #6 in your other hand, and your “Show it” story list above, draft one or two paragraphs that demonstrate to the reader why you would be a good fit for this position.



Draft 1 of middle section of cover letter

- ⇒ Pass the job advertisement and your draft paragraphs to a peer, mentor, or career services professional and ask them to complete the box below, suggesting ways to make your case even stronger. You can also review the draft yourself, with an eye to the following questions:
- Do I clearly tie my skills and experiences to the needs of the employer?
 - Are there words that sound too generic to be meaningful?
 - Is my letter simple, clear, genuine, error-free, and convincing?
 - Do I clearly and accurately demonstrate my skills and abilities?
- ⇒ After receiving feedback, draft a second version of the middle section of your cover letter.

Draft 2 of middle section of cover letter

