

## Cover Letters that Sell You

Employers rarely read cover letters? *Why?* Most cover letters don't tell employers anything.

**You cover letter should set the stage for your resume and other documents.**

Done right, each cover letter should appear to be written for each specific job you are applying to. The key is to develop a "form" cover letter that looks like it has been customized.

At the very least, your cover letter needs to support your resume and give employers enough information so they want to read your resume and supporting documents.

Below is an example of a Cover Letter that refers to resume and Management Style and Goals.  
*Why?* Very few job seekers include their Management Style and Goals, yet it is an excellent way to make you stand out from everyone else.

**The objective of your resume, cover letter, and any supporting documents is to get the potential employer to call you.**

Here's a sample cover letter that supports the resume:

Date

Name of person

Company/property name

Address

City, ST, Zip

Dear \_\_\_\_\_, (Never use To Whom it May Concern. That tells a potential employer you have done no homework on the job or company. If you don't care, why should they care?)

Your position for (fill in the title and location of the job) interests me:

-My recent experience fits nicely with your opening.

-As my resume indicates, I have successfully increased revenues and profits in my current position, plus

-I have trained and developed the staff to provide exceptional customer service.

The above have contributed to increased profits for my current employer.

I would enjoy doing the same for you.

Please take a minute to review my resume.

Additionally I have included my Management Style and Goals to give you a better understanding of who I am. Compare that style and goals with yours.

I will follow up (fill in date 10 days from time you mail or email your information to the potential employer) to determine your interest.

I have many contacts in the industry. If you have other vacancies, let me know and I will be glad to refer people to you.

Sincerely,

(Your name, address, phone and email.)

### **Why is the above a good, form cover letter?**

First, inserting the name of the position and property location customize your letter without re-writing it.

Second, is a positive statement about your experience relative to their opening. To really customize this you could add specific accomplishment relating to their job.

Next two bullet points address things any employer will be glad to hear. Summation paragraph indicates your ability to improve profits.

“I would enjoy doing the same for you” is a positive statement that reinforces your interest.

Review the Management Style & Goals worksheet to see how powerful a statement that can make to prospective employers.

Statement on when you will follow-up indicates that you do follow-up. That statement alone often means a prospective employer will take the time to read your resume.

Last, offering to refer candidates to other jobs they have open indicates you are thinking of ways you can assist them, before you even work for them.

Compare the above with cover letters you have received in the past.