



PROFESSIONAL
DEVELOPMENT:
IT BEGINS WITH YOU

5 TIPS FOR
THE BEST
COVER
LETTERS!

THE #1 FORMULA FOR
EVERY LETTER!

DivineDesign Professional Resume Writing
and Career Center

SEPTEMBER 2018

Have you ever received a gift wrapped so beautifully and thoughtfully you had to stop and read the card BEFORE opening the gift? The moment your reader lay eyes on the first sentence in your cover letter, he/she should immediately be excited to read your resume. This is the **IMPACT** of an effective cover letter. How, do you do this?

By having the Formula **I.N.T.R.O.**, an acronym I created, which stands for:

Influence your reader
Fulfill a **Need**
Tell Your Unique Story
be **Relatable**
Offer Solutions

Dictionary.com describe influence as having *"the capacity or power to be a compelling force or produce effects on the actions, behavior, opinions, etc., of others."* The first line in your cover letter plays the leading role and sets the stage for your entire letter. For example, instead of writing something overused such as, "I am writing this letter to apply for the ___position", write a compelling first-liner such as, "**As a financial advisor and someone who is passionate about helping at-risk youths realize their true potential, my proven fundraising strategies will help your students obtain college access within one-year.**" The stage is now set AND, you have informed your reader how you will fulfill their need!

Now, tell your unique story by sharing how might have mentored an at-risk youth who changed his/her life around for the better, fundraised X amount of dollars to launch a back-to-school program, or led a community initiative that provides parents of at-risk youths resources and services.

Be relatable through your understanding of the needs, challenges, and vision of your target audience and align your unique background and expertise to their desired results. Make a connection by telling how the company mission statement reflects your values. Do your research and share how you could offer a solution to an existing challenge or an anticipated challenge.

Your cover letter should not repeat what is already in your resume nor should the cover letter boast entirely of your accomplishments and skills. Share a story and connect it to the position or pain point of the organization. Use the **I.N.T.R.O. Formula** and prepare well for the interview!