Cover Letter Writing
Cover Letter

• Concise, professional document tailored to a specific position, organization, and industry

• Purpose:
  – Express your interest
  – Highlight the skills, knowledge, and qualities that show your fit
  – Demonstrate how you will contribute
Agenda

• Analysis & Research

• Structure

• Demonstrate Fit

• Examples
Analysis & Research

- Analyze the role description
- Research the organization
Analysis & Research: Industry Expectations

• **Nonprofits, Education**: Speak to your match with their mission.

• **Finance, Business, Consulting**: Results-oriented, conservative, brief.

• **Engineering**: Sometimes optional. Keep it concise and focus on the technical.

• **Journalism, Creative, Arts**: Make sure your writing style shines. Show passion here.
Structure

• **Introduction:** Make your strongest argument

• **Body:** Connect experience to qualifications/requirements (acquired through analysis & research)

• **Next Steps:** What’s YOUR next action
Demonstrate Fit: Skills

• Focus on relevant qualifications/requirements

• **Gallup’s 21st Century Skills:**
  – real-world problem-solving, knowledge construction, collaboration, self-regulation, skilled communication, technology, and global awareness

• Gallup defines real-world problem-solving as (Actual Survey Questions):
  – “Worked on a long-term project that took several classes to complete”
  – “Used what you were learning about to develop solutions to real-world problems in your community or in the world”
Demonstrate Fit: Elaborate on Experience

- Identify specific experience that exemplify qualifications/requirements
- Connect directly to role/organization
Contact Us

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