

WRITE A KILLER COVER LETTER

2021 COVER LETTER TIPS &
TRICKS FROM A CERTIFIED
PROFESSIONAL RÉSUMÉ WRITER

DIGITAL DOWNLOAD

Written by **Carol Lapsley**
CPRW, Member of PARWCC



2021 COVER LETTER TIPS & TRICKS FROM A CERTIFIED PROFESSIONAL RÉSUMÉ WRITER



Written by Carol Lapsley - CPRW, Member of PARWCC

WELCOME!



If you are reading this, then you probably want to know what you can do to get your résumé cover letter to stand out and get noticed **FIRST** among hundreds of applicants vying for the same job. Congratulations on taking the first step! In this guide, I'll describe the different types of cover letters and share tips and tricks on how to put it all together!

This document is bookmarked and linked within it for easy navigation to various sections. At any time, you can click the **Home** button in the footer to return to the Table of Contents.



Who Am I?

I'm a Certified Professional Résumé Writer (CPRW) and a member of the Professional Association of Résumé Writers and Career Coaches. The tactics described in this workbook are the same strategies I used to pass my CPRW exam with score of **99 out of 100!** The executive director told me:

“This is an extremely high score. I think it’s also fair to share that I only see a score this high a few times a year.”

I'm also an executive assistant for a global oil and gas company with most of my career spent supporting C-level executives. As a result of my job, I have developed a detail-oriented mindset, and I consider myself a **proficient MS Word user**. I've been helping family and friends with their résumés for years. Becoming a CPRW was the obvious next step for me.

In February 2021, I was nominated for the 2021 AdminAwards Achiever Award which is for administrative professionals who continuously perform difficult tasks and solve challenging problems day after day as a result of their resourcefulness and relentless perseverance. In March 2021, I'll learn if I am a Finalist in this category. I mention this because I want you to know that these same qualities are the qualities with which I've developed this workbook.

You can click any of the icons in the footer of each page to visit my website, email me, or find me on Instagram.



TABLE OF CONTENTS

WELCOME!	1
<i>Who Am I?</i>	2
TABLE OF CONTENTS	3
WHAT A GOOD COVER LETTER LOOKS LIKE	4
COVER LETTER TYPES & HOW TO SUBMIT THEM	4
<i>Job Posting Letters</i>	4
Upload to The Job Posting Site.....	4
Email.....	5
<i>Cold Call Letters</i>	5
Your Cold Call Letter Should Also Convey The Following:.....	5
To Whom Should You Address Your Letter?.....	6
How To Submit Your Letter.....	7
<i>Recruiter Letters</i>	7
Additional Things To Include In a Recruiter Letter.....	8
To Whom Should You Address Your Letter?.....	8
How To Submit Your Letter.....	8
APPENDIX I – ACTION VERBS	10
I'M HERE FOR YOU	11



WHAT A GOOD COVER LETTER LOOKS LIKE

Cover letters, regardless of how you send them, must:

- Immediately communicate why you are writing.
- Clearly establish who you are.
- Intrigue the reader by focusing on their needs and how your qualifications meet those needs.
- Provide examples of the value you provide and recent successes that align with their needs.
- Be concisely written and easy to read.
- Close with a call to action.
 - *This applies only to instances where you are writing directly to an individual and can follow up directly with the individual. Eliminate this if you upload to a job posting where no individual's name is provided and/or the email is a general email address.*

COVER LETTER TYPES & HOW TO SUBMIT THEM

Job Posting Letters

Job posting letters will accompany your résumé in response to a job posting that interests you. You have options for sending the letter.

UPLOAD TO THE JOB POSTING SITE

If the requirements for the job posting are to upload your résumé, prepare and attach your cover letter as a separate document. Use the same letterhead/header as your résumé so your documents have a “branded” look.



EMAIL

If the requirements for the job posting are to send your résumé by email, you have two options. Neither is right or wrong, so chose the one that suits the level of formality you desire and/or meets the requirements of the job posting.

1. Prepare and attach your cover letter as a separate document. Use the same letterhead/header as your résumé so your documents have a “branded” look.
2. Prepare your covering note in the body of the email and attach your résumé to the email.

Cold Call Letters

Cold call letters are just as they sound...unsolicited letters sent to a company to explore possible opportunities. You might consider a cold call letter if you are interested in working for a specific company but they don't currently have any relevant job postings. There is no harm in sending a cold call letter and résumé to a company. You never know what might be currently going on within the organization. They may be ready to post for a position or are working on a confidential executive search. If they are intrigued, they'll either call you immediately or keep your information on file for a future opportunity. Your cold call cover letter will contain the attributes mentioned earlier in the [What a Good Cover Looks Like](#) section.

YOUR COLD CALL LETTER SHOULD ALSO CONVEY THE FOLLOWING:

- Your experience in their industry.
- Knowledge you have of a specific service, operation, or technology.



- Details about yourself that are unique, distinctive or uncommon that may be of value to them—for example, influential connections, languages, customer contacts, international experience, or other relevant information.
- Relevant quantifiable achievements that represent the positive impact you've had in previous roles.
- Upper-tier educational and/or professional credentials.
- Personal information that connects you to the company, industry or product/service.



No two cold call letters are the same. **They must be individual and tailored** to the company and your associated relevant experience.

If you desire to work for this company, in addition to your cold call letter, continue checking for their job postings and respond to those you are interested in.

To Whom Should You Address Your Letter?

Cold call letters should be addressed to a specific person in the organization who can help you advance your career. You will need to do some work here to find the name of a person in the HR department, recruiting department or head of the department for which you want to work. **Take the time and do some research online.** Many times, you'll find the names of the heads of departments and their contact information. You could also call their main number and get the name and address or email address of the person.



HOW TO SUBMIT YOUR LETTER

Email

Paste your cover letter into the body of the email and attach your résumé as a PDF file. Use a subject line that clearly states the subject of the email.

Regular Mail

The pros of sending your letter by regular mail is that it has a higher chance of ending up on someone's desk. Since you're cold calling this company, the urgency to send your résumé is not as high as if responding to a job posting with an end date, so regular mail is fine. **However, your personal circumstances may be urgent.** In this case, I suggest submitting your information by email and regular mail.

Recognize that in the current COVID-19 environment, with non-essential employees are working remotely, and there might not be someone in the office to open and distribute mail – and the recruiter or HR department may be working from home. To be safe, I suggest sending your letter and résumé by email and regular mail.

Recruiter Letters

Recruiters are third parties that companies use to place external candidates into a position. There are a couple of scenarios where you may need to contact a recruiter:

1. In response to an advertised job posting from the recruiter.
2. As a cold call to explore opportunities the recruiter may be trying to fill for companies that have retained them.



ADDITIONAL THINGS TO INCLUDE IN A RECRUITER LETTER

Recruiter letters are similar to Job Posting Letters AND Cold Call Letters. In addition to the attributes, we covered in [What a Good Cover Letter Looks Like](#), your letter can address the following that you wouldn't include in a Job Posting or Cold Call letter:

- Salary requirements / salary history
- Dates available to start a new job
- Geographic requirements
- Citizenship, right-to-work status, etc.
- Special family needs if any
- Personal information to give the recruiter a broader perception of what makes you unique

TO WHOM SHOULD YOU ADDRESS YOUR LETTER?

If you are cold calling a recruiter, you will need to do some work to find the name of a specific individual at the firm. In this case, address your cover letter to that individual and send it and your résumé by email. See the [Email](#) section below for tips.

If you're responding to a job posting, follow the instructions for the job posting.

HOW TO SUBMIT YOUR LETTER

Upload to Recruiter's Portal

Combine your résumé and cover letter in one PDF and submit them in one file. Use the same letterhead/header for your letter that you used on your résumé so your documents have a "branded" look. **The most important thing to do is FOLLOW THE INSTRUCTIONS the recruiter provides.**



Email

If the requirements for the job posting are to send your résumé by email, you have two options. Neither is right or wrong, so chose the one that suits the level of formality you desire and/or meets the requirements of the job posting.

1. Prepare and attach your cover letter as a separate document. Use the same letterhead/header as your résumé so your documents have a “branded” look. Submit the files in PDF format to maintain the integrity of the document’s formatting.
2. Prepare your covering note in the body of the email and attach your résumé to the email.



APPENDIX I – ACTION VERBS

Analyzed

Assessed
Dissected
Evaluated
Evaluated
Examined
Measured
Scrutinized
Studied
Studied

Changed

Altered
Converted
Renovated
Transformed
Improved

Decreased

Curtailed
Cut
Eliminated
Eradicated
Lowered
Lowered
Minimized
Reduced
Reduced
Slashed
Slashed
Trimmed

Developed

Assembled
Authored
Built
Coined
Conceived
Concocted
Constructed
Constructed
Deployed
Designed
Created
Devised
Drafted
Engineered
Envisioned
Established
Fabricated
Formed
Generated
Imagined
Invented
Launched

Manufactured
Pioneered
Produced
Proposed
Unveiled

Exceeded

Bettered
Outdid
Outpaced
Outperformed
Outstripped
Surpassed
Topped

Implemented

Executed
Launched
Published
Issued
Released
Delivered

Improved

Deepened
Enhanced
Redesigned
Remodeled
Reshaped
Restyled
Revamped

Increased

Amplified
Augmented
Bolstered
Boosted
Built
Catapulted
Deepened
Doubled
Drove
Enhanced
Elevated
Expanded
Grew
Heightened
Improved
Improved
Maximized
Propelled
Stimulated
Strengthened
Supplemented
Tripled

Initiated

Started
Commenced

Led

Directed
Energized
Facilitated
Fronted
Guided
Headed
Helmed
Led
Managed
Organized
Spearheaded
Steered

Managed

Coached
Directed
Empowered
Energized
Guided
Helmed
Led
Marshaled
Masterminded
Mentored
Motivated
Oversaw
Shepherded
Supervised

Propelled

Augmented
Boosted
Drove
Grew
Increased
Pushed
Thrust

Worked with

Collaborated with...
Co-managed...
Contributed to...
Helped to...
Instrumental in...
Participated in/on...
Selected for...
Supported...

Wrote

Authored
Penned
Drafted
Edited



I'M HERE FOR YOU

I'm delighted to be a part of your new job search. Your résumé is one of the most important documents you'll ever create in your life. It has the power to help you earn more money by getting you in front of your employer of choice and land an interview—and hopefully get the job! I can't wait to hear how your job search experience went for you.

If you're stuck, need help, have a quick question about your résumé, or would rather leave the heavy lifting to a professional, I'm just a click away:

Visit my website



Email me



Let's get social



CONGRATULATIONS AND BEST OF LUCK!

