Source: Chapter 16 of ***Cut the Crap, Get a Job! A New Job Search Process for a New Era****, available on Amazon.com.*

The new **Cut the Crap (CTC) Cover Letter** will make you stand out in the crowded applicant market because you will clearly define why you are the BEST candidate for THEIR job, based on THEIR job description.

NOTE: The only way you can successfully write this new cover letter is to first complete the Cut the Crap (CTC) JD Profile, available separately (and described in Chapter 15 of the same book, ***Cut the Crap, Get a Job! A New Job Search Process for a New Era***.

**Description:**

Your cover letter will explain what you can do for your “buyer,” not what you are selling. Your mission is to give the reader the best peek at your background, which encourages them to want to learn more by reading your résumé. Catch yourself doing an “old” cover letter, which jams all of your selling features into one blob, hoping they find a few morsels.

Your new cover letter has 3 Sections: P.R.R. = Purpose, Reasons, Request

1. Opening: Purpose and relevance of this communication or application
2. Body: Top 3 Reasons why you are the BEST candidate for this specific position
3. Closing: Request, asking for the position and next step (call to action)

Once you do one new cover letter, you will find them so easy and your best preparation for the interview you so badly want.

***NEW:*** Your overhauled and now-impactful cover letter will be sent twice. First: It is the body of your email. Second: It is the first page of your attachment in your CTC Candidate Packet. See Chapter 15 for an explanation of the Cut the Crap (CTC) Candidate Packet.

**Outline of the New CTC Cover Letter:**

1. Opening Samples: **Purpose** and relevance of this communication or application
	* “*I would like to express my deep interest in the <Marketing Manager> position <####> at the <Baywood Corporation*>.”
	* “*The <Baywood Corporation’s> <Marketing Manager> position <####> seems very important and intriguing and I am excited to apply.”*
	* Second Sentence: *“I learned about the position opening on your company’s career website” OR “<Name> referred me to you and felt I would be a good fit for your need.”*
2. Body Samples: Top 3 **Reasons** why you are the BEST candidate for this specific position
	* *“After comparing your job description with my background, and doing further research on your business, the following are the three main reasons why I believe I am a highly qualified candidate:*
		1. *You are looking for <8-10> years in technology testing and I have 11 years, both at <company> and <company>.*
		2. *<Baywood Corporation> needs someone with skills in teamwork and cross-group collaboration and I led a cross-function team at <company> with a <$> revenue target.*
		3. *The Marketing Manager position will be managing 3 people and I have 7 years managing teams ranging from 3 to 22 with positive feedback on my management style.”*
	* Alternatively, tables can be very useful in the body of the cover letter:

*After comparing your job description with my background and doing further research on your business, the following are the three main reasons why I believe I am a highly qualified candidate.*

|  |  |
| --- | --- |
| ***Marketing Manager Position ####*** | ***John Howard’s Qualifications*** |
| *8-10 years technology testing* | *11 years at <company> and <company> with <any statistics about good performance>* |
| *Strong proven skills in teamwork and cross-group collaboration* | *Led a multi-function and multi-geography team at <company> with a <$> incremental revenue target. We exceeded the target by 8%.* |
| *Managerial responsibility for 3 people* | *7 years managing team sizes of 3 to 22 with positive feedback on my management style.*  |

*Note: if you do a table, a nice touch is to remove the lines or select a nice design from the Office ribbon under table tools/design.*

1. Closing Samples: **Request**—asking for the position and next step (call to action)
	* *“Mr. Johnson, I am not only a fit for your position, but I am passionate about your industry and <marketing> function. May I please request a phone and/or face-to-face interview? If I don’t hear back from you or a member of your organization, I will follow up with you on <Day, Date, Time>.* (5 working days from the day this cover letter lands.)

*Thank you for your time and consideration,*

*<full signature block>* (See email etiquette in Chapter 13)

*Attachment: Candidate Packet for John Howard for Position ####*

**Cover Letter Template:**

*<<Your page margins should be no smaller than 1 inch. Your font should match your résumé and be 11 or 12 pt.>>*

Dear Mr. /Ms. \_\_\_\_\_\_\_\_ *<<Use the name or Director of Human Resources.>>* Date

*<<Hit “enter” 2 times after date and then include the following information>>*

I would like to express my deep interest in the <Marketing Manager> position <####> at the <Baywood Corporation>. <Name> referred me to you and felt I would be a good fit for your need.

*<<Hit “enter” 2 times>>*

After comparing your job description with my background and doing further research on your business, the following are the three main reasons why I believe I am a highly qualified candidate

|  |  |
| --- | --- |
| **Marketing Manager Position ####** | **<John Howard’s> Qualifications** |
| 8-10 years technology testing | 11 years at <company> and <company> with <any statistics about good performance>. |
| Strong proven skills in teamwork and cross-group collaboration | Led a multi-function and multi-geography team at <company> with a <$> incremental revenue target. We exceeded the target by 8%. |
| Managerial responsibility for 3 people | 7 years managing team sizes of 3 to 22 with positive feedback on my management style.  |

*<<Hit “enter” 2 times>>*

“Mr. Johnson, I am not only a fit for your position, but I am passionate about your industry and <marketing> function. May I please request a phone and/or face-to-face interview? If I don’t hear back from you or a member of your organization, I will follow up with you on <Day, Date, Time>.

*<<Hit “enter” 2 times>>*

Thank you for your time and consideration,

*<<Hit “enter” 2 times>>*

John Howard <Your typed name, first and last>

Your email

Your preferred phone (don’t put home phone unless you answer it!)

Your full street address

Your LinkedIn address (learn how to make hyperlinks so the recipient can just click)

*<<Hit “enter” 2 times>>*

Attachment: John Howard’s Candidate Package