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COVER LETTER **GUIDE**

Cover Letter Guide

Cover letters get a lot of shade.

We get it. There's all kinds of talk out there about how cover letters aren't important because they never get read – and that's definitely true sometimes.

But you know what else is true?

A really good cover letter can help you:

- Showcase your research about the company
- Expand on accomplishments
- Delve into transferable skills
- Highlight your connections
- Explain work gaps

First, let's clear something up:

Yes, it's completely true that many recruiters don't have time to read your cover letter.

But others do.

And even some of the recruiters who don't read cover letters still expect them to be a part of the application package.

So, at the very least, attaching a cover letter will get your application closer to 100% complete.

On the flip side, **some recruiters make it a priority to read your cover letter**, so it's entirely possible for you to be chosen out of a pool of equally qualified candidates because of your cover letter.

And since you never know who's going to be on the other end of that application, it's always best to include a cover letter.

Got it? Good.

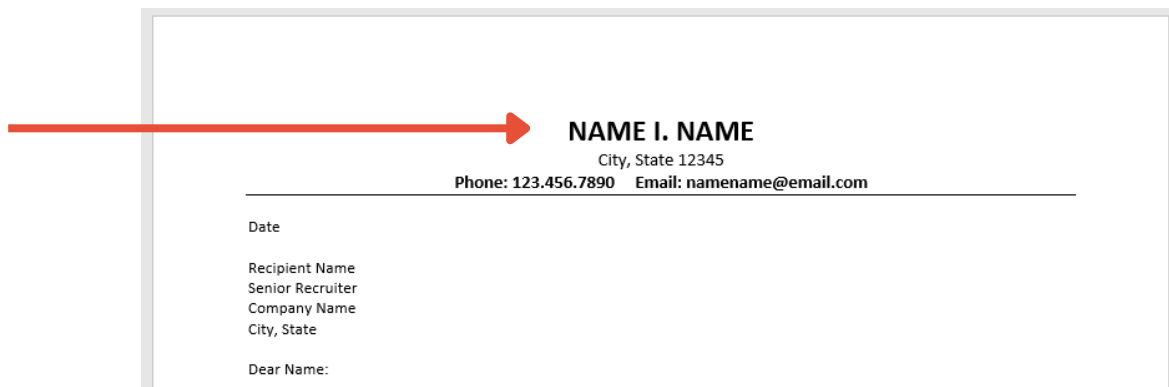
Now, in case you're thinking,

Okay fine - but what the heck do I say?

We've got ya covered. (pun intended 😊)

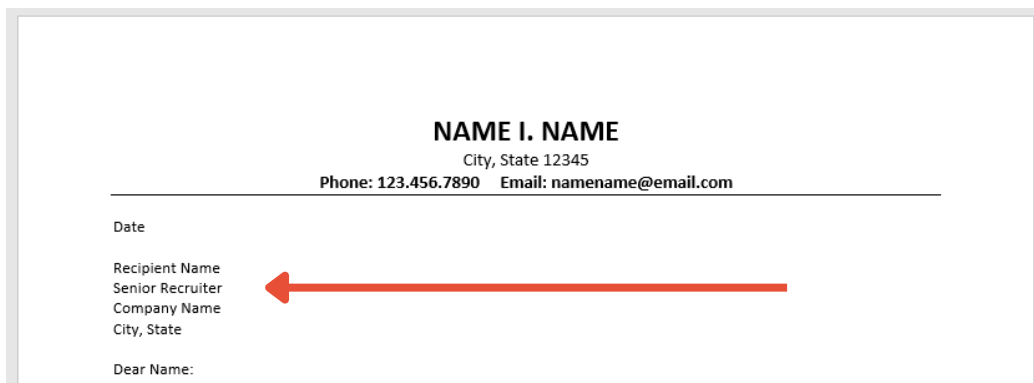
Important sections of your cover letter include your contact information, their contact information, your salutation, your hook, your proof, your closing, and your sign-off.

Your contact info should be included at the top, and it should be formatted the same as your resume, for consistency in your professional brand.



A diagram of a cover letter template enclosed in a light gray border. A red arrow points from the left edge to the contact information section. The contact information is centered and includes: **NAME I. NAME**, City, State 12345, Phone: 123.456.7890, and Email: namename@email.com. Below this is a horizontal line. The rest of the letter is left-aligned and includes: Date, Recipient Name, Senior Recruiter, Company Name, City, State, and Dear Name:

Their contact info comes next, and you should try to include as much as you can find about the recipient.




A diagram of a cover letter template enclosed in a light gray border. A red arrow points from the right edge to the recipient's contact information section. The contact information is centered and includes: **NAME I. NAME**, City, State 12345, Phone: 123.456.7890, and Email: namename@email.com. Below this is a horizontal line. The rest of the letter is left-aligned and includes: Date, Recipient Name, Senior Recruiter, Company Name, City, State, and Dear Name:

Your **salutation** should include their name or job title whenever possible, or just a general salutation if you don't have those details.

NAME I. NAME
City, State 12345
Phone: 123.456.7890 Email: namename@email.com

Date

Recipient Name
Senior Recruiter
Company Name
City, State

Dear Name: 

Your **hook** is what starts the body of your letter. It should be something compelling that catches the reader's attention right away.

Examples of a hook may be to mention the person that's referring you for the role, it can be a strong statement about your professional brand or mission, or it can be an interesting backstory about what makes you such a good fit for the company or role.

Dear Name: 

You're a Senior Recruiter for a large, mission-driven company, so I imagine you take a lot of pride in finding and attracting the 'right' people for the 'right' jobs. I can relate, because that's exactly how I approach leading both projects and people – and why your recent posting on [website] for a new [Job Title] captured my interest.

My experience aligns well with the qualifications you are seeking at [Company], in particular my role as a [Job Title] in the [Specialization] Lab at [Company]. Based on my research into your company and this role, I am certain my background is an excellent fit and would make me a valuable addition to your organization.

Your **proof** comes next, and it should be a compilation of the skills, experience, and achievements from your career that are most relevant to this particular role.

Incorporate keywords while highlighting your skills and accomplishments and get the reader(s) to want to know more about you and how you can help them.

You can include some of your skills in paragraph form, but it's most beneficial to include bullet points for the 4-5 major proof points you want to emphasize.

With more than [##] years' experience, I am adept in [skill 1], [skill 2], and [skill 3]. Moreover, I am dedicated to [achievement or function] through strong [skill] and [skill]. Other notable qualifications include:

- Deep experience providing [function] for several complex projects involving large-scale, multi-million-dollar operations and numerous cross-functional teams.
- Track record of [achievement], [achievement], and ultimately [achievement].
- Consistent focus on [function] and [function] to determine the best solutions to analytical business issues.
- Proven ability to effectively [function], [function], and [function] cross-functionally and globally to both internal and external customers.

Your **closing** should provide some final thoughts about why you're an outstanding candidate. This may include your educational foundation, a personal passion of yours, or something else that aligns closely with the company or job.

In addition to my experience and personal qualifications, I have a solid educational foundation and a passion for [related passion] wherever I work. I am extremely enthusiastic about Company's focus on [focus], and would welcome the opportunity to contribute to your continued success.

Please review my attached resume for additional details regarding my career experience and let me know if you would like to schedule an appointment to discuss how my experience and background meet your needs.

Thank you for your time and consideration.

Your **sign-off** should include your name, email address, and phone number.

Sincerely,

Name Name
123.456.7890
Name.name@email.com

With all the sections in place, you're ready to 'Wow' recruiters and other hiring decision-makers!

Download our [Remote Work Cover Letter Template](#) to make things even easier!

NAME NAME
123.456.7890 | namenname@email.com Location | [LinkedIn.com/in/namenname](https://www.linkedin.com/in/namenname)

Date

Name
Title
Company Name
City, State

Dear [Name or Job Title]:

[Important skill from the job description] is a craft, a hard-learned and ever-evolving skill that takes continuous improvement and even still is never fully mastered. Your recent posting on [platform] for a new [Job Title] captured my interest because it acknowledges that fact.

As a skilled [job function], my experience aligns well with the qualifications you are seeking at [Company], in particular my roles in [most relevant experience] at [Company]. After thorough consideration, I am certain my combination of background experience and interpersonal skills would make me a valuable addition to your organization.

With more than [#] years' experience, I am adept in [highly relevant skill 1], [highly relevant skill 2], and [highly relevant skill 3]. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate [highly relevant skill 4] abilities, I also have a proven history of success in [area of accomplishment]. Other notable qualifications include:

- Adept at building remote relationships and focusing on [focus area 1] while always supporting [focus area 2].
- Proven ability to lead oversight of up to ## remote associates delivering virtual and on-site services.
- Record of success leading [function] on-location and virtually via webinar for remote hires, ensuring high-quality delivery company-wide.
- Skilled at remotely managing [function 1], [function 2], [function 3], and [function 4].
- Reputation for versatility and adaptability in constantly changing environments.

In addition to my experience and personal qualifications, I have a solid educational foundation and a passion for [important value from the job description or website]. I am extremely enthusiastic about [Company]'s focus on [focus from job description or website], and would welcome the opportunity to contribute to your continued success.

Please review my attached resume for additional details regarding my career experience and let me know if you would like to schedule an appointment to discuss how my experience and background meet your needs.

Thank you for your time and consideration.

Sincerely,

Name Name
123.456.7890
namenname@email.com

QUESTIONS?

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