

Business Communications

How to tell your story- Cover Letter, Professional emails and the Elevator Speech

Scenario: You're applying for a job and you see a note like this, and see a cover letter is required:

"Thanks for applying to our open role. Please write us a short letter telling us why you applied for this role, why you're interested in it, and why you'd be good at it."

Companies are looking to hear from you on how your experience is a match for the role you are applying for. What your career plan is in general, and why this role is a good fit for that plan. A little of your personal story of where you're from, and how you arrived here. They also might want to see your writing skills.

How to Start: A cover letter is a form of essay, really almost an old-timey letter to an employer, introducing yourself, and describing why you are a good fit for the role you are applying for. For example, something like this might work as an **introduction**:

My name is _____, and I am excited to apply for your open _____ role. I thought this role was an excellent career fit for me, and I think my recent training in _____ and my overall experience make me a strong candidate for this role.

Describe your experience and how it fits the role

I've recently completed the _____ training at Green River college. This credential is in line with the role posted. I learned a great deal in this training, including _____ (something that matches the posted job description.) Additionally, I have ___ years in _____ (whatever professional work experience you have- restaurant, healthcare, et cetera. Customer service experience is always a plus.)

Additional Experience: Any work like this you do- for your church, volunteer, et cetera- is good to mention in a cover letter, as it speaks to your character. For example:.

- Volunteer at the local food bank
- Work with my church to assist new immigrants
- Deliver meals to the elderly in my neighborhood.

Example

I also do some weekly volunteer work with the local food bank near us on weekends. I continue to attend classes at Green River College, and taking classes in _____ to improve my knowledge.

Conclusion and next steps!

My hope is to find my way to join your company, and grow my career at _____. I've heard good things about _____ both from friends who work there and reading your website, and I am excited to learn more about this role and career opportunities.

Thanks for considering me for this interesting role, and I look forward to hearing back from you. Feel free to reach out to me if you have questions.

Sincerely,

Email to a recruiter -

If you hear from a recruiter, responding to your application or interest in a role, or you meet one at a job fair and discuss an open role, you may want to send them an email to let them know of your interest. The template below is a rough idea of what to include.

Dear [Recruiter name] My name is _____, and I just applied for your open _____ role. I thought this role was an excellent career fit for me, and I think my recent training in _____ and my overall experience make me a strong candidate for this role. I've recently completed the _____ training at Green River college. This credential is in line with the role posted. I learned a great deal in this training, including _____ (something that matches the posted job description.) Email (cont) Additionally, I have ___ years in _____ (whatever professional work experience you have- restaurant, healthcare, et cetera. Customer service experience is always a plus.) Please let me know if you need anything more from me. I am excited about this opportunity, and I hope to hear from you soon. Sincerely, _____

“Elevator” Speech

First, an “elevator speech” is just something you prepare in advance to talk about yourself to any employer, recruiter, or business contact. While job fairs, networking events, and yes, elevators will offer opportunities to meet professionals, so might the trip to the grocery store, to church, to school, et cetera. So you have to be prepared.

- Introduce yourself!
- Smile and shake hands or meet the person's greeting.

Hi my name is _____. I recently completed my _____ training at Green River college, and I'm looking for open positions. Does _____ have any current openings in _____? Are you open to entry level candidates? I do have additional work experience. Great! I have a resume- should I also apply online? Thanks- nice meeting you.

Be ready for questions and to have a conversation about opportunities. Offer your contact info and get theirs if you can.