

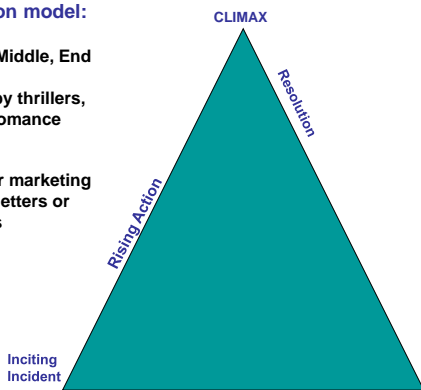
## **Write it Rich!** How to write a 'kick-butt' resume cover letter

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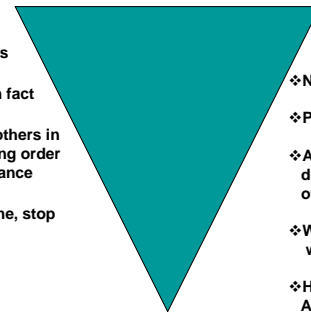
### Classic fiction model:

- ❖ Beginning, Middle, End
- ❖ Used for: Spy thrillers, mysteries, romance novels
- ❖ Not good for marketing copy, sales letters or cover letters



### Inverted Pyramid

- ❖ Used by journalists
- ❖ Pick main fact
- ❖ Arrange others in descending order of importance
- ❖ When done, stop writing.



- ❖ Now used by YOU
- ❖ Pick main fact
- ❖ Arrange others in descending order of importance
- ❖ When done, stop writing.
- ❖ Happy ending: Ask for interview!

### *Instead of a story, now think of this as a collection of facts:*

- ❖ Little Red Riding Hood is on her way to grandma's house.
- ❖ She meets the Big Bad Wolf, tells him where she is going.
- ❖ The wolf gets there first, eats grandma.
- ❖ Then he eats Little Red Riding Hood.
- ❖ A hunter realizes what has happened.
- ❖ He cuts open the wolf.
- ❖ Little Red Riding Hood and her grandma are saved.
- ❖ They live happily ever after.

#### How would you tell this:

- ❖ For the 6 pm news?
- ❖ Knife manufacturer?
- ❖ Parent's group?

## What's your cover story?

- ❖ What is the single, most-important fact in your cover letter?
- ❖ What is the second?

*You have 500 words or less to connect with someone you've never met before!*

*Your goal: Make every word count.*

## What's your cover story?

- ❖ Today's cover letter is a sales letter
  - It's not about "why" you are the best fit for the job...it's about "how" the company benefits by choosing you.
- ❖ 5 parts of a cover letter
  - **Headline** – captures attention
  - **Opening hook** – makes the case to consider you
  - **Proof** – facts & figures reinforce "why you"
  - **Ask** – for the interview, it's why you wrote
  - **Closing** – end with 1 final benefit

## What makes a good cover letter?

- ❖ **The Battle of Parity**
  - Be brand YOU
    - Support your personal brand
    - Show how you benefit the company
- ❖ **Write to resonate**
  - Anecdotes, success stories make you come alive on the page
  - Include the words from the job description in your cover letter

## Ingredients for a good letter

- ❖ **Intriguing headline**
  - 8 out of 10 read headlines and not 1 word more
  - Write a headline, get noticed
- ❖ **3 headline styles: List, Question, Excite**
  - 5 money-saving reasons to hire Andy Kohl as your next project manager.
  - **Do you want to cut costs, not headcount?**  
Ask Anna Lopez how it's done.
  - Not afraid of cold calls: Bob Green gets sponsors for non-profits

## Ingredients for a good letter

- ❖ **Compelling opener**
  - Question
  - Statement
  - Story
- ❖ **Explain your headline first, then move on to supporting facts (3-2-1 Rule)**

*When I'm passionate about a cause – I get results. I'm not afraid to pick up the phone and ask for sponsorships, volunteers, or community support. My name is Bob Green and I have the experience, and confidence, to generate quality sponsorships for the American Red Cross.*

## Ingredients for a good letter

- ❖ **Use simple language**
  - Avoid jargon, multi-syllabic words
  - Use descriptive nouns and powerful verbs
- ❖ **Simplify complex ideas**
  - Relate complex numbers to everyday facts
  - Case studies, stats build credibility
- ❖ **Write in present tense**
  - Your letter is a call to action, so write for NOW!
- ❖ **Place emphasis on communication**
  - Your goal is to connect, not overload

## The Fine Print

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