

## Creating Your Cover Letter

### ABOUT

Besides your portfolio, the cover letter is the most important part of landing an interview. It tells a story about who you are and why you want to work for the company you've applied to.

Let's do a quick exercise, imagine you work in HR for a company. Every day, you sift through hundreds of "professional" cover letters that have a lot of words, but say very little about the person, which gives you very little to work with. But then, a cover letter crosses your desk which puts a smile on your face, or even better, makes you laugh out loud. Your coworkers ask what's so funny, and you tell them about the cover letter you just read.

Now ask yourself, who's going to get called in? The one who's just like everyone else, or the one who stood out?

Here's a real world example of this working. Matt couldn't find a single job in DC for over 6 months. On Sam's advice, he shortened his cover letter to a few honest sentences that spoke to who he really is, and put a picture of himself *shirtless* with a surfboard. He got hired a week later...by a company that had surfboards on their walls. The point, make a personal connection.

### EXAMPLES

Here are some examples of good cover letter of recent hires that are funny and personal

[codifyacademy.com/hiring/briancover.pdf](http://codifyacademy.com/hiring/briancover.pdf)

[codifyacademy.com/hiring/natecover.pdf](http://codifyacademy.com/hiring/natecover.pdf)

[codifyacademy.com/hiring/mattcover.pdf](http://codifyacademy.com/hiring/mattcover.pdf)

### DOWNLOADABLE QUESTIONNAIRE

Don't feel confident in your writing skills? Don't worry, we can do it for you :)

Here's a link to a downloadable cover letter questionnaire we can use to write your cover letter:

[codifyacademy.com/hiring/coverletterquestionnaire.pdf](http://codifyacademy.com/hiring/coverletterquestionnaire.pdf)

Email it over to Sam when you're done filling it out.