



**Professional Development Course - Cover Letter Brainstorm Sheet and Checklist**

<b>Your motivation</b> Why are you interested in this employer? Why are you interested in this position? Articulate the full reasons here.	
<b>Employer</b>	
<b>Position</b>	
<b>Their needs</b> <b>What is the employer looking for?</b> Read the job description and list the top 5 skills or characteristics needed for this job/internship. In what specific instance/s have you employed these skills in the past?	
<b>Skill 1:</b>	
<b>Skill 2:</b>	
<b>Skill 3:</b>	
<b>Skill 4:</b>	
<b>Skill 5:</b>	
<b>Your Value Proposition</b> What are your top assets for this position? Think about knowledge, skills, characteristics. Create a short narrative demonstrating each one.	
1)	
2)	
3)	
<b>The Main Point</b> If the letter were an essay and had a thesis statement, what would it be?	



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<b>Revision I</b>	
<b>Review the first draft of your cover letter for content</b>	
Includes status and motivation	
Articulates top strengths in relation to position, includes narrative examples linked to key points on resume	
Is not a blow-by-blow recap of your resume	
Demonstrates independent research of employer	
Demonstrates personal connection to employer (not always applicable)	
Does not highlight potential weaknesses	
Other:	
Other:	
Other:	
Notes:	
<b>Revision II</b>	
<b>Review the next draft/s of your cover letter for quality of writing and format</b>	
“Hooks” the reader and draws him/her in	
Tells a convincing story, linking points included in letter to a specific thesis (stated or unstated) about why the writer is a good match with the employer / job	
Tone is appropriate – professional, not overly formal	
Is a great piece of writing	
You are pleased with how this letter represents you	
Includes your name and contact information, includes date	
Includes employer name and contact information and is addressed to the right organization, the right person (if a name is available)	
No grammatical errors, no spelling errors	
Other:	
Other:	
Other:	
Notes:	