

---

# CAREER COLLATERAL

---

**Note:** All of the samples here are ‘samples.’ You need to write things you are comfortable with and that reflect your personality and the particular situation. Be precise in making your communication professional (capital letters where appropriate, spelling, grammar, punctuation, etc.). **Please do not copy the samples word-for-word.**

## Cover Letters

### **Sometimes you *are required to write* a cover letter**

- If you have to write a cover letter, it should include
  - why you are interested in the company and/or position AND
  - why you are a good candidate for the position
- It does not have to be long, but it does need to be customized to what you are applying for. Know why you want to work at a company, and why you would be good there. That knowledge will differentiate you from the other candidates and will prepare you for a potential interview
- If you are required to write a cover letter, your chances of having it read are fairly strong. If a company requires a cover letter, it means they are probably going to evaluate your writing skills and the way you organize your thoughts

### **Sometimes you *want to write* a cover letter**

- If you want to write a cover letter, use the same formula as above, but understand it may not be read by everyone in the hiring process. Many recruiters go straight to the resume. Some hiring managers want to read a cover letter, but do not ask for one to be required. It depends. Your safest bet is to write one.
- Why don't some recruiters and hiring managers read every cover letter? Because most cover letters do not say anything very interesting. Most cover letters are boiler plate from a career website or a book on resume and cover letter writing. The other reason is hiring entities are really busy and do not have the time
- If you write a great cover letter, you can differentiate yourself from other candidates and get the job.
- Some people who do write customized cover letters put critical information in the letter that is not on their resume
  - Why? Because they think it is easier than customizing their resume for the opportunity
  - If there is information that belongs on your resume – put it there. You can also include it in your cover letter or email. If it is important, you need to cover your bets on it actually being read

**Note:** The examples for cover letters and email submittals all reference following up with the individual you are sending it to. ‘Following up’ means you are serious – and you have done your homework. Do not wait for them to contact you. If they do, fabulous, but remember - you are the one who wants the position; differentiate yourself by following up.

---

# SAMPLE COVER LETTER

---

**YOUR NAME**  
**Street Address, City, ST XXXXX**  
**Phone | Email**

Date

Person's Name  
Company Name  
Company Address  
City, ST XXXXX

Dear Ms. or Mr. Last Name **or** Dear Hiring Manager **or** 'Greetings,'

I would like to submit my application for your Financial Analyst position #XXXXXX.

I am very interested in XXXXXX because I know your company is a highly thought-of healthcare provider and one of the top two companies in your sector. I understand your firm fosters an environment of critical problem solving and healthcare innovation and has been named in the Top 20 of Best Companies to Work for the past five years. Your commitment to corporate philanthropy is very inspirational, particularly your focus on the improvement of inner-city, K-12 education.

I feel I make a unique and compelling candidate for a Financial Analyst position at XXXX because of my two years of healthcare industry experience and my academic knowledge of financial analysis and business analytics. My experience in project-based environments has taught me how to thrive under short deadlines with an intense concentration on excellent results. These project-based environments have strengthened my mental acuity and ability to respond to rapid change and high activity levels.

If you have any questions for me, please feel free to email me or contact me at XXX- XXX-XXXX. I am sure you receive a lot of candidates for these great jobs, and I hope you will consider me as a candidate for this position.

Sincerely,

Name  
Phone | Email

---

# EMAIL CONTENT

---

**Note:** When you are submitting your resume by email, you can use your email content as the vehicle for providing why you are interested in the company/position and why you are a great candidate. If you are going to also submit a cover letter, you would want to be brief in the email.

## Email with Cover Letter and Resume

---

Dear Ms. or Mr. Last Name,

I am interested in the financial analyst position (#XXXXXX) at your company. I have attached my resume and a cover letter that discusses why I am interested in your company and why I think I would be a great candidate for the position.

If you have any questions for me, or if I need to provide additional information, please let me know.

Thank you for taking the time to review my resume and cover letter. I would welcome the chance to talk to you about this opportunity. I will follow-up with you next week about next steps.

Name

Cell phone | Email

## Email with Resume – No Cover Letter

---

Dear Ms. or Mr. Last Name,

I would like to submit my application for your Financial Analyst position #XXXXX.

I am very interested in XXXXXX because I know your company is a highly thought-of healthcare provider and one of the top two companies in your sector. I understand your corporate culture has allowed you to be named in the Top 20 of Best Companies to Work for the past five years. Your commitment to corporate philanthropy is very inspirational, particularly your focus on the improvement of inner-city, K-12 education.

I feel I make a unique and compelling candidate for a Financial Analyst position at XXXX because of my two years of healthcare industry experience and my academic knowledge of financial analysis and business analytics. My experience in project-based environments has taught me how to thrive under short deadlines with an intense concentration on excellent results.

Sincerely,

Name

Cell phone | Email

## Thank You Content

- You should thank people for anything they have done for you. If they have responded to your email, or if they have given you an interview (either informational or a real interview), helped you with your resume, or ANYTHING
- Customize the Thank You to the act you are thanking them for. You can use email or send a hand written note –**do it FAST**
- Here is a sample thank you for an interview. You can add to it as appropriate and maybe mention something you really liked about the interview. Make it personal, but professional

---

Dear First Name or Ms. or Mr. Last Name,

Thank you for taking the time to interview me for the financial analyst role. I appreciate your time and the additional information you provided me. I particularly enjoyed learning about some of your 2016 key initiatives. I am very interested in the position and think I would be a great addition to your team.

I look forward to providing you with any information you might need to make your decision.

Best regards,

Name

Cell phone | Email

## Follow-Up Content

If you have not heard the outcome of an interview or of an action item someone promised you, a nice follow-up note is good. You can generally wait about a week after the date and then follow up. If a company told you they would make their decision in early June – wait till around the 10 to 15<sup>th</sup> ('early June' has different meanings for people). Here's a sample (follow-up).

---

Dear First Name or Ms. or Mr. Last Name,

I want to follow up on my May 20<sup>th</sup> interview. I know you had planned to make a decision by early June and I would like to re-state how interested I am in both your company (name it) and the position (name it).

Could you let me know if you have made a decision or if there is anything else I can do to convince you to choose me!

Thank you,

Name

Cell phone | Email

---

# LINKEDIN INVITATION CONTENT

---

Customize your LinkedIn invitations. Do not send the default invitation. It may be easy but is often perceived as lazy by the invitee. You must go to the person's profile to send a custom invitation. Here is a sample.

## **To someone you do not know**

---

I read your profile and I would like to invite you to connect with me on LinkedIn. I am very interested in the healthcare industry and your background and experience are very impressive. I want to build a strong LinkedIn network and I hope my connections may be of interest to you. Thank you.

Name

## **To someone you do know or have talked to for an interview or advice; or someone you have seen or talked to at an event**

---

Thank you for your valuable perspective on the healthcare industry. I appreciate your time and (whatever you gained from the interaction). I would like to invite you to connect our networks. If there is any way I can ever help you or one of your associates, please let me know. Thank you for considering my request.

Name