

The 30 Second Cover Letter

Your resume and cover letter are a pair and should always be delivered together. Your cover letter and resume compliment each other.

Your resume should list your professional accomplishments. It should give the reader a clear idea of your technical ability and paint a picture of the kind of work where you perform best.

Your cover letter is a summary of your professional story. It gives the reader a quick sense of who you are and why you are such a great fit for this position.

People spend WAY too much time wrestling with their cover letter. Here is a formula to help you knock out your cover letter in 30 seconds. Just fill in the blanks.

The 30 Second Cover Letter Formula

- My name is _____
- Man, I really want to be a _____
- and I know I can do it because _____
- Plus, few other applicants cannot _____ like I can
- and that helps me do the _____ this job requires
- So I look forward to _____ (Close them and ask for what you want!)

Don't believe me? Look at the example on the next page.

Here is the example.

Your Address
City, State Zip

Today's Date

The Recipient
Their Address
City, State Zip

Ms. Recipient,

I hope that you are doing well today.

My name is John Doe. I am a passionate technology consultant and I'm looking to earn an MBA to elevate my career to the Vice President level at a top consulting firm. I want to pass along my credentials in hopes of being considered for admission in the 20XX class at the University of Wonderful's Awesome Business School.

Throughout my career, I have been involved in a variety of process improvement and consulting roles. I have added value by combining natural creativity and analytical skills with a clear customer focus. In my career to date, I leveraged data analysis and market research to recognize market trends and improve customer satisfaction. As a consultant with ABC Consulting, I led the implementation of a cross-department database that decreased response time to customers by 15%. My current work with DEF Consultants4Life has earned me the opportunity to serve as the primary customer contact for our new \$3MM client project.

My unique experiences give me an insightful understanding of the business from both a strategic and operational perspective. I know that my background qualifies me to continue the business development and strategic planning efforts of a top-tier technology consulting firm.

I am excited about the opportunity to leverage my business perspective in and out of the MBA classroom. I look forward to speaking with you during your interview season in January 20XX.

Sincerely,
John Doe

Here is the breakdown.

Your Address
City, State Zip

Today's Date

The Recipient
Their Address
City, State Zip

Hi, my name is.

Ms. Recipient,

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Sincerely,
John Doe

And I know I can do it because...

**So I look forward to _____.
(Close and ask for what you want.)**

Plus, few other applicants cannot ____ like I can, and that helps me do the ____ this job requires.

There it is. The 30 second cover letter.
Good luck!

Sincerely,
Alzay Calhoun