

PREPARATION FOR REALIZATION WRITING WORKSHOP #2: MAY 1, 2021
How to Present Your Best Self – Cover Letter or Elevator Speech

Please come to the May 1 Realization Workshop prepared with:

- something to write with (paper-pen; laptop; tablet, etc.);
- some ideas on how to describe yourself: to introduce & persuade others of all you have to offer them – as a new hire, a business investment, a participant in their program, etc., etc.

WORKSHOP AGENDA

9-9:15: **Whole Group:** Introductions & check in on *what Participants want to learn and practice*

9:15-9:45: **Whole Group Review:**

- Contents of Cover Letter and Elevator Speech
- Look at examples of Cover Letters
- Practice writing lists: your Passions, current skills-knowledge, your Career direction

9:45 – 10:05: **Small Breakout Groups share:** your passions, skills and career interests – in an “Elevator Speech)

10:05 – 10:20: **Whole Group share:** what you learned describing yourself and listening to others describe themselves



A Cover Letter or Elevator Speech follows a standard format:

1. **Introduction:** a few sentences about yourself OR *why* you are writing the Cover Letter
2. **Compelling message(s):** what do you want to share – briefly – *no more than one page – 1 minute presentation*
 - For resume/Job application: why you are the best candidate for their job??
 - For application for business funding: why would they want to invest in you??
 - For application for special program or opportunity (accounting certification program, law school, internship etc.): how will you be a success and credit to their program??
3. **Conclusion:** desired next steps

What makes Elevator Speeches or Cover Letters hard?

1. To understand what your audience wants.
2. To understand your own work & career passions, skills-knowledge and career interests.



3. To communicate / write *concisely* and *powerfully* – as in an “Elevator Speech” to describe yourself: personally; insightfully; uniquely – your **passions, skills & knowledge, + career interest**

EXAMPLES OF COVER LETTERS - for Job Applications

Franchise Restaurant Manager

1 Main Street
New Cityland, CA 91010
Cell: (555) 322-7337
E-Mail: example-email@example.com

Dear Ms. Button,

As a highly skilled Restaurant Manager, I read your posting with interest. My experience aligns well with the qualifications you are seeking at Marachino Pizzeria, in particular my role at Grillerz Subz, and I am certain I would make a valuable addition to your organization.

With more than six years' experience as Franchise Manager, I am adept in financial oversight, operational management, and marketing. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate customer service and time management abilities, I excel at achieving exceptional results, including:

- Ranking three times as the top franchise manager in the region for total quarterly sales.
- Coordinating special customer appreciation events and charity days.
- Building locations from the ground up, including marketing and recruitment.
- Controlling costs by effectively managing inventory, hours, and waste.

In addition to my experience and personal qualities, I have a solid track record of success and a passion for restaurant management. I am extremely enthusiastic about Marchinio Pizzeria's focus on community involvement and would welcome the opportunity to contribute to your revenue and community goals.

Please review my attached resume for additional details regarding my expertise and career achievements. I will follow up to request an appointment to discuss how my experience and background meets your needs.

Thank you for your time and consideration.

Sincerely,
Violet McCoy

MAX PARKER

1 Main Street, New Cityland, CA 91010 | C: (555) 322-7337 | example-email@example.com

Dear Mr. Ortiz,

As an accomplished Outside Sales Representative, I read your posting for a new Outside Sales Representative with interest. My experience aligns well with the qualifications you are seeking at Ortiz Supply Company, in particular my role as Outside Sales Representative with Carter's Janitorial Supply Company, and I am certain I would make a valuable addition to your organization.

With more than eight years' experience as an Outside Sales Representative, I am adept in key relationship management, territory development, and revenue generation. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate organization and interpersonal abilities, I excel at exceeding sales goals.

Highlights of my achievements include:

- Successfully expanding account base from 80 to more than 150 accounts.
- Handling the highest volume account in assigned territory.
- Growing new product sales 100% in 180 days.
- Earning Winner's Circle Awards in 2011, 2012, and 2013.

In addition to my experience and personal qualities, I have a solid educational foundation and a passion for sales generation. I am extremely enthusiastic about Ortiz Supply Company's focus on business expansion and would welcome the opportunity to contribute to your ongoing growth.

Please review my attached resume for additional details regarding my expertise and career achievements. I will follow up to request an appointment to discuss how my experience and background meets your needs.

Thank you for your time and consideration.

Sincerely,

Max Parker

Case Manager - Social Services

Dear Mr. Williams,

As someone who has a compassionate heart as well as the ability to think critically, I believe that I would be an excellent case manager. My previous experience working alongside social workers has given me a passion for this particular career that would help me thrive in this role.

During my three years as a personal support worker in a long-term care facility, I worked with nurses and social workers to provide outstanding care for our residents. I was involved with many residents who had mental health issues and am very familiar with the duties that this area of service requires. I am adept at communicating with people who have special needs and understanding how to express those needs to their health care professionals.

Because a case manager is responsible for creating treatment plans, my previous experience and critical thinking skills will allow me to devise the best course of action for my clients. Your job listing states that I would be responsible for multiple clients, and I am grateful that my time management skills have prepared me to fill this role.

I am very interested in this position and am able to begin working immediately. I appreciate your time and thoughtful consideration for this role. I would be grateful for the opportunity to discuss my qualifications further in an interview.

Accountant

1 Main Street
New Cityland, CA 91010
Cell: (555) 322-7337
E-Mail: example-email@example.com

Dear Ms. Ortiz,

As a highly skilled Accountant, I read your posting for a new Accountant with interest. My experience aligns well with the qualifications you are seeking at Ortiz and Miller Accounting, in particular my role as Senior Accountant, and I am certain I would make a valuable addition to your organization.

With more than 10 years' experience as an Accountant, I am adept in budget forecasting, variance analysis, and reporting. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate organizational and communication skills, I excel at:

- Streamlining processes for improved efficiency and reduced waste.
- Project future trends with proficient and proactive analysis.
- Resolving discrepancies promptly and developing ways to prevent future issues.
- Preparing for audits and working directly with auditors to facilitate process.

In addition to my experience and personal qualities, I have a solid educational foundation and a passion for accounting. I am extremely enthusiastic about Ortiz and Miller's focus on corporate efficiency and would welcome the opportunity to contribute to your continued growth.

Please review my attached resume for additional details regarding my expertise and career achievements. I will follow up to request an appointment to discuss how my experience and background meets your needs.

Thank you for your time and consideration.

Sincerely,
Ethan Brown

Tax Preparer - Accounting

1 Main Street
New Cityland, CA 91010
Cell: (555) 322-7337
E-Mail: example-email@example.com

Dear Hiring Manager,

I'm writing in response to your ad seeking an Tax Preparer at Ford Bookkeeping. As a highly competent Tax Preparer, I would bring an organized, detail-oriented, and self-motivated attitude to this role.

In my current position, I maintain an exceedingly functional office environment while working with individuals and small businesses to prepare Federal and State income tax returns. I have a knack for problem solving and work well independently and with little oversight. I respond to requests from colleagues and clients in a timely manner and am adept at prioritizing multiple ongoing projects.

Additionally, I have excellent experience in:

- Finding optimal deduction opportunities for every client.
- Networking to improve small business customer base.
- Increasing referrals through proficiently managing client satisfaction.
- Upselling bookkeeping services to business tax clients to maximize revenue generation.

I am a self-starter and excel at financial analysis, tax return preparation, and bank reconciliations. I am also deeply familiar with QuickBooks and Microsoft Office Suite software and adapt quickly to new programs. As a part of the team at Ford Bookkeeping, I hope to provide clients with first-rate support and help your business grow with a strong referral base.

My resume and references are attached. I would welcome the opportunity for an interview and look forward to hearing from you soon.

Sincerely,
Emma Jones

Step 1 Know Yourself :
Interview & describe yourself.....in writing*



Passions – Dislikes = <i>What you like to do =</i> General Direction	Skills and Knowledge <i>What you can do.... =</i> Starting Place	Career – Job Interests – Goals <i>What you choose =</i> Long Term Goal or Direction

9:45 – 10:05: **Small Breakout Groups share: your passions, skills and career interests – in an “Elevator Speech”**

A Cover Letter or Elevator Speech follows a standard format:

1. **Introduction:** a few sentences about yourself OR *why* you are writing the Cover Letter
2. **Compelling message(s):** what do you want to share – briefly – *no more than one page – 1 minute presentation*
 - For resume/Job application: why you are the best candidate for their job??
 - For application for business funding: why would they want to invest in you??
 - For application for special program or opportunity (accounting certification program, law school, internship etc.): how will you be a success and credit to their program??
3. **Conclusion:** desired next steps

What makes Elevator Speeches or Cover Letters hard?

1. To understand what your audience wants.
2. To understand your own work & career passions, skills-knowledge and career interests.



3. To communicate / write *concisely* and *powerfully* – as in an “Elevator Speech” to describe yourself: personally; insightfully; uniquely – your **passions, skills & knowledge, + career interest**

Some additional skills you may want to highlight in your Cover Letter OR Elevator Speech

– ID any skills relevant to your career interests and current skills

-- Include them in your Cover Letter or Elevator Speech

Rate: High Med. Low	General Behavior	Rate: High Med. Low	Attitude	Rate: High Med. Low	Performance	Rate: High Med. Low	Entrepreneurial Skills
	Motivated		Thoughtful		Team player		Business management
	Humble		Responsible		Problem solver		Teamwork
	Dedicated		Energetic		Talented		Leadership
	Consistent		Cheerful		High performing		Communication and listening
	Accountable		Resourceful		Disciplined		Customer service
	Dependable		Motivated		Patient listener		Financial management
	Self-managing		Innovative		Accountable		Analytical skills
	Productive		Reliable		Collaborative		Problem solving
	Committed		Versatile		Focused		Critical thinking
	Passionate		Considerate		Patient		Strategic thinking
	Creative		Confident		Insightful		Business planning
	Optimistic		Tenacious		Calm		Technical knowledge
	Eager		Upbeat		Proactive		Time management
	Loyal		Inspiring		Knowledgeable		Organizational skills
	Values-driven		Encouraging		Quick learner		Branding and marketing
	High-achiever		Cooperative		Persuasive		Networking
	Persistent		Courageous		Tactical thinker		Fundraising
	Problem solver		Engaging		Consistent		Oral & written presentations
	Flexible		Funny		Relationship builder		Growth mindset
	Creative		Respectful		Detailed planner		Drive to succeed

10:05 – 10:20: Whole Group share:

- What did you learn??
- What other help do you need, creating powerful messages about yourself and your career interests??

Encourage you all to practice wildflower therapy this weekend...

Happy May Day!!



Dr. Susan...

