



# LEAPING BACK

Strategies for Re-entering  
the Workforce After Kids

---

## **COVER LETTER**

**(more about the employer than about you)**

Think about what possible issues the employer has that you will be able to alleviate. What problems are you going to solve? What void are you going to fill? Put yourself in the perspective of the employer and write what she/he needs to see in order to know that you are the right candidate.

### **First paragraph**

#### **WHO are you?**

This is where you note how you came across the job, if anyone referred you (e.g., X encouraged me to apply...), and the reason you are a perfect candidate.

### **Second paragraph**

#### **WHY this job/company?**

This is where you tailor the letter to demonstrate that you know why you want this particular position.

### **Third paragraph**

#### **WHAT makes you a good candidate?**

This is where you relate your background to the job requirements to show why you are the best fit for the role. Demonstrate your capabilities by connecting your experience to the employer's needs. Solve the employer's problems and pain points.

### **Fourth paragraph**

#### **SALUTATIONS.**

This is where you restate your enthusiasm and summarize your experience. You can offer additional materials to support your candidacy and state that you look forward to hearing from the company.

## **COLD COVER LETTERS (not job-specific)**

I've seen candidates have success cold lettering companies with their statements of interest. Rather than waiting for a particular job opening, send a letter stating what problems you see facing the company or industry, expected developments in the field, and how having you there will benefit the company.

For instance, if you are seeking a job at a local nonprofit that you know is looking to grow its national presence, you would discuss your experience with social media, publicity, and business development to give specific examples of ways you could help raise the organization's profile. These letters allow for more freedom in what you address as you are not constrained by the job description.

**Please write down any companies or organizations that you would like to reach out to now with one of these "cold letters."**

Remember to post any questions about revising your cover letter in the forums for me or the group to answer.