

**WINTER BREAK LEARNING PACK**

⌚ 15 minutes to draft

🎯 3-4 major bullet points

📄 Only one page needed

Cover Letter Still Matters

Purpose of this guide: To help job seekers understand that cover letters are necessary, not because they are traditional, but because they are a **signal**. A tight, tailored cover letter reduces uncertainty and makes a hiring manager want to read your resume. When 74% of candidates skip it, the ones who submit a strong letter don't just apply; they **position themselves at the top**.

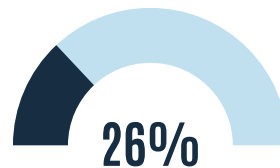
What hiring managers say (Survey: 625 U.S. hiring managers)



94%
say cover letters influence
interview decisions



1 IN 4
Call it "very important"



26%
of applicants who submit
one

Takeaway: A strong cover letter doesn't add fluff. It proves fit faster and makes your resume faster to read.

The 15 Minutes Cover Letter

1 Align: 1 Sentence role + their need**2** Prove: 3 to 4 bullets. Outcomes/metrics**3** Close: Confident next step

Copy-Ready Bullet Template

- I delivered [outcome] by [action] = [metric/impact]
- I'm a good fit because I've led [scope] in context, improving [result].
- I can help you [solve need] using [method/tools], proven by [proof]
- I bring [strength] + [strength] aligned to [role priority]

One-Screen Checklist

- ✓ 1 sentence alignment
- ✓ 3-4 bullets with outcomes
- ✓ 1 sentence close + next step
- ✓ 150-250 words total

✓ Strong Letter WIN

- Names the role + priority
- Shows proof (metrics/outcomes)
- Creates curiosity to read more

High Impact & Interview Ready

"I'm applying for [Role] because you need [Priority]. Here's the proof that I can deliver it"

Result: Clear fit + evidence

⊘ Weak Letter RISK

- Sounds generic / AI-ish
- Repeats the resume in prose
- Creates doubt, even if qualified

Generic (Forgettable)

"I'm writing to express my interest...I believe my skills make me a strong candidate..."

Problem: No proof, no specificity

Job Search Clinic:

- Modern tactics to cut through the noise (live virtual, 4.5 hours) + two free 1:1 coaching sessions.
- Main: [eduquencher.com course page](https://eduquencher.com/course-page)
- Quick: tinyurl.com/47y3yzvc
- 50% discount link: tinyurl.com/58ywfczv

Final thought: Your résumé gets you considered. Your cover letter gets you remembered.