Day 3 – The Cover Letter: Purpose on Paper

Title: “If They Read One Thing, Make It Count.”

Many job seekers skip the cover letter, assuming no one reads them. The truth is, when they are read, they can be the deciding factor between your application going in the “maybe” pile or getting an interview.

A good cover letter does three things:

Connects you to the role and the company

Shows personality and purpose

Makes the reader want to talk to you

Here’s how to write a cover letter that gets remembered.

5 Tips for a Purpose-Driven Cover Letter

1. Lead with connection, not formality

Before: “I am writing to apply for the position of Customer Service Representative at ABC Company.”

After: “ABC Company’s commitment to putting customers first resonates deeply with my own values, and I’m eager to bring my 8 years of client-focused experience to your team.”

2. Show that you understand their mission

Do a quick read-through of their About page or recent news.

Before: “I believe I am a great fit for your company.”

After: “Your focus on expanding access to disability-friendly services reflects the kind of work I’ve spent my career advancing, and it’s why I believe I could thrive at ABC Company.”

3. Tell a short, relevant success story

Keep it 2–3 sentences.

Before: “I have strong organizational skills.”

After: “When I joined my previous employer, scheduling errors were causing delays. I created a streamlined process that reduced missed appointments by 40% within six months.”

4. Be concise and structured

A strong format:

Paragraph 1: Connection + interest in the role

Paragraph 2: Key skill or story that proves value

Paragraph 3: Confident close + call to action

5. End with confidence

Before: “I look forward to hearing from you.”

After: “I welcome the opportunity to discuss how my skills and experience can contribute to your team’s success, and I’m available for an interview at your convenience.”

Servant’s Compass Reflection:

Communication is connection. A cover letter isn’t a resume recap, it’s your handshake in writing, your chance to speak human in a world of automated filters.

Coming Up Tomorrow: Confidence before the call—how to set yourself up to walk into (or log into) an interview ready to lead the conversation.