#WITConf22
#CoverLetterImprov
@KatieKodes
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Words just CAN express how qualified you are!

#CoverLetterImprov

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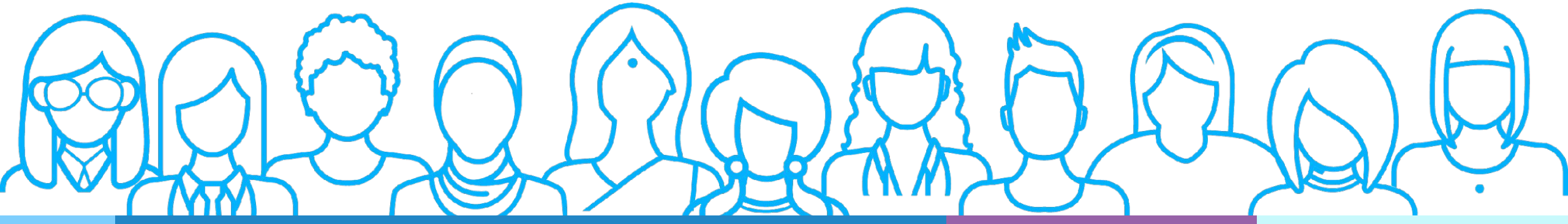

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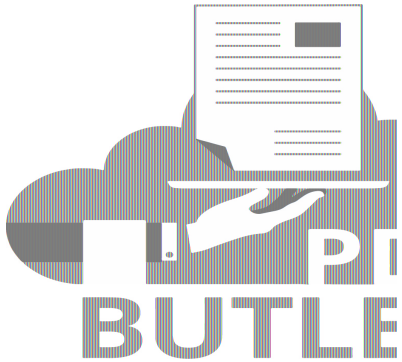

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Session Overview

- 4 principles that guide me
- Pep rally
- Hands-on improv & edits

1. "Business-ese" = euphemisms

"**That sounds like a horrible idea**" -> -> ->

"Are we confident that this is the best solution or are we still exploring alternatives?"

Source: https://howtoprofessionallysay.akashrajpurohit.com/
(Disclaimer: some improvements not actually professional by my standards, read with caution.)

2. Learn by mimicry

Plagiarism+Plagiarism+Plagiarism="Expert-Level Experience"

- Let people & web sites help you write application materials.
  - Afterwards, reflect on *why* the words felt useful.

- If you ever get a chance to help hire people, TAKE IT.
  - You get to see BRILLIANT resumes, cover letters, and interviews you'd never be exposed to otherwise.

3. Language mirroring

What's in it for the hiring committee?

- "**Mirroring**" is a classic **sales** technique:
  People mostly like you better when you imitate them.
  - I'm a **big** sucker for feeling like someone *read* my job description and genuinely *wants* to do the work I need help with.

- Articulate why you're good ***for them***, not just why you're good.
  - The job description, company web site, similar job descriptions, etc. are usually really good hints about what they'd want from you.
  - But if you know more, USE IT.
    - One friend successfully countered a salary offer w/ buzzphrases like "*help the department lead the company to being the industry gold standard in __ using best practices such as __*" alongside a laundry list of complaints she personally knew the hiring manager held.

4. “Elevator Pitch” + “Explain It Like I’m 5”

Be concise. Never confuse.

- Keep it short & sweet (0.5-1 page).
- No jargon! Use words for managers/HR, not for techies.
  - Tech buzzwords go in the resume.
    - However, it’s OK to draw attention to a buzzword in your resume like “Apex” or “Lightning Interface,” especially if it was in the job description.
    - But never without explaining **why** that buzzword gets the **business** job done!
      - “…building time-saving data entry interfaces for sales staff with Salesforce Flow…”

Pep rally

What makes you feel like a superhero?

Pep rally

What do you love about what you do?

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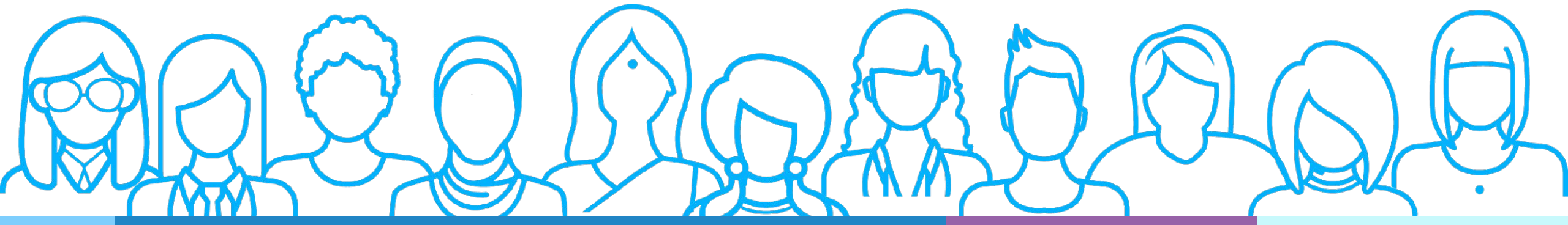
OK, let's write!



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THANK YOU!

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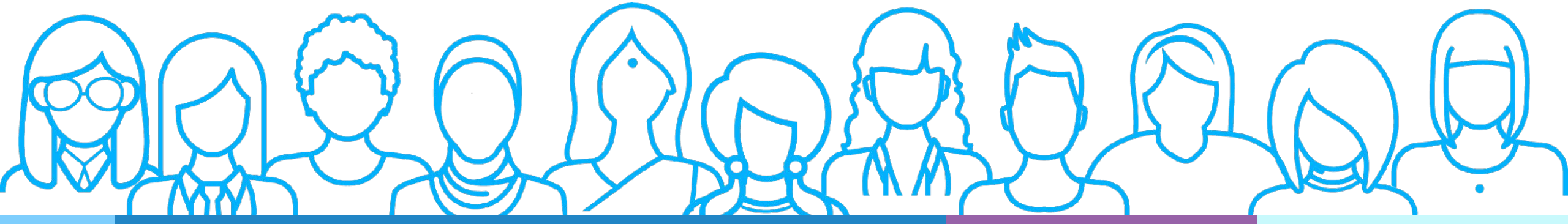
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