

V.2.0 Standout Cover Letters!



Course Overview:

This 70-minute course covers everything students, graduates, career changers, newcomers and those returning to work need to know to craft a standout cover letter that will catch the eye of a recruiter or potential employer and win the interview! This course teaches learners a technique to identify and communicate their match with the job requirements, highlighting their top sellers. With this foundation in place, we take learners on a step-by-step journey to craft their own cover letter using an easy 3 paragraph approach and one of our downloadable templates. We provide ideas and examples to trigger their creativity so that they can customize their letters to specific goal jobs. There are quizzes and homework to reinforce learning providing opportunities to practice immediately. From start to finish job seekers will learn how to write a standout cover letter for each opportunity; a skill they can apply throughout their careers!

Lay the Foundation (Units 1 - 3)

- Unit 1 – Why Bother? (5 min)
- Unit 2 – Best Format and Layout (8 min)
- Unit 3 – Example Cover Letter from Bad to Great! (14 min)

Build and Customize Your Cover Letter (Units 4 – 7)

- Unit 4 – 3 Essential Steps (12 min)
- Unit 5 – The Hook (11 min)
- Unit 6 – Summarize Your Background and Provide Wow Factor Examples (11 min)
- Unit 7 – The Close (9 min)

Course facts and features:

- Designed by career development professionals with expertise in both interviewing and supporting thousands of job seekers and entrepreneurs across multiple industries and professions
- On-demand and self-paced to suit any schedule
- Courses available 24/7 / 365 days a year on any device with an internet connection
- Stop, start, pause at your convenience
- Built in gamification awarding badges, levels, points and completion certificates
- Total time: Approximately 70 minutes of video over 7 units plus 2-4 hours to complete quizzes and assignments leading to a completed cover letter
- Includes 6 quizzes, 3 templates and 1 worksheet
- Opportunity for your learners to build a cover letter as they progress using one of the provided templates