**Step 1: Introduce yourself.**

* the exact title as it appears and mention a position/ job description number if there is one.
* how you heard about the position – this is where you mention if someone referred you.
* why the employer should be interested (this is what you’ll expand on in the next two paragraphs).

**--Know your audience and use that info in Part 1**

* If you’re going for a job where academic credentials matter, you may open with your degrees (I am a Harvard MBA with 10 years…).
* If the job requires subject matter expertise, you might open with your involvement in the industry (I have 10 years of experience in transportation as…).
* If you’re angling for a meeting with a specific person and you’ve identified a shared interest you might open with that.

**Step 2: The middle two graphs – 3 typical structures**

1- Inside and outside: Focus one paragraph on your professional experience (inside the workplace) – recent jobs, specific projects, industry knowledge experience. Focus the other on academic experience or community service (outside the workplace). This structure works best if you need to lend emphasis and credibility to your experience outside of the workplace – if you’re changing careers, for example, your most relevant experience may come from a recent degree or side activities.

2- Hard and soft: Build your case around hard and soft skills. Each paragraph could draw from professional, academic, and volunteer experience but thematically you would emphasize technical skills, analysis, and/ or subject matter expertise in one section and communication skills, relationship-building, and management/ leadership potential in the other.

3- Contrasting stories: If you have two substantive projects or roles with measurable accomplishments and that showcase specific skills or expertise, write a paragraph on each one. Ideally, these stories contrast in some way – they occur at different employers so you show you are able to get results in different environments; or they showcase different types of skills (e.g., one is a growth project, another is a turnaround).

**Step 3: specific details to support the above structure.**

* Look at your resume
* Expand or emphasize

**tips**

--one page

--no errors

--spell the name, use the title

--relax

--at this point you just want the interview

--be clear, be brief, be human