



THE ADECCO GROUP
Official Athlete Career Transitions Services Sponsor



ACE
ATHLETE CAREER EDUCATION

Cover Letter Writing

A cover letter is often the most important part of your application. A persuasive cover letter will increase the chance of your resume being read.

Key elements and best practices:

- State which job you're applying for and where you saw the job advertisement. If you are contacting a company in case a position becomes available in the future, explain why you are sending your resume to them.
- Include information on why you're the right person for the role.
- If you found this job through an introduction, be sure to mention that in your cover letter with the person's name and title.
- Highlight relevant skills and experience from past jobs and don't forget to highlight your athletic career if applicable. Use your resume as a guide.
- Read the job description closely. Use key words from the job description in your cover letter to demonstrate your qualifications.
- Structure your cover letter in a logical sequence and take time to review it.
- Be concise and include relevant information. In general, keep it to one page.
- Be memorable, enthusiastic, and let your personality shine through. A great cover letter should leave them wanting more. Make your first sentence of the cover letter impactful.
- Proofread! Spelling and grammar mistakes reflect poorly on the overall quality of your work.
- [Translate](#) your Team USA experience into the language of business.

How to create a cover letter

Cover letters allow a recruiter/ hiring manager to know about who you are as a person, what motivates you and why you would be a great fit for their team. Try to gear the message towards the company, the actual role and team to 'build a bridge' from your experience to the job for which you're applying.

Step 1: Clean format

Don't be afraid to use one of the many [great templates](#) out there.

Step 2: Create an outline

Suggested outline includes:

- Professional salutation (Dear Mrs. Jones, Dr. Smith, etc.) Address to the name of the recipient. If you don't know put "Hiring Manager".
- Include your name and contact information
- Specify the role you're interested in and why you're qualified
- Explain why they should want you on their team
- Convey excitement about next steps
- End with a professional closing

Step 3: Example cover letters

The next two pages include an example of a job cover letter and a cover letter for an internship.

Want to learn more? Visit [How to Write a Cover Letter](#)

Sample Cover Letter

Jane Doe
1234 Elm St.
Colorado Springs, CO 80910

Date

Dear Mr. Lee,

My extensive experience developing successful initiatives that assist student-athletes with holistic growth will allow me to provide immediate value to the position of Athletic Director at 123 Charter High School. My years of coaching, teaching, and administrative experience has provided me a unique skill set to ensure student-athletes are set up for success long after their sporting careers are over.

Having served as both a teacher and coach for over seven years, I have seen firsthand how athletic success cannot be achieved without academic success. I have created successful initiatives at the high school level that encourage student-athletes to apply the same skill sets learned through athletics to their academic careers. As the Assistant Football Coach at ABC Public High School, I developed a tutoring program to help improve the grades of athletes struggling academically. This program not only saw significant increases in grade point averages of dozens of at-risk athletes, it also increased confidence levels of student-athletes pursuing higher education and vocational opportunities.

As the Assistant Athletic Director at Scared Heart High School for the past two years, I am also well versed in an Athletic Director's administrative tasks. I initiated a number of beneficial administrative changes including revising the Athletic Handbook in collaboration with students, teachers, and coaches. I led a successful effort to provide more money to support poorly funded athletic programs. My initiative raised \$10,000 for the 2019 school year through community engagement of local and regional businesses. We were also able to cut expenses by negotiating a reduced cost with suppliers for much-needed field gear.

As an Athletic Director, I would make the same effort to collaborate with students, teachers, coaches and the community to ensure the success of the athletic department and of all our student-athletes. I am confident that my experience and values will make me an excellent addition to the 123 Charter High School team. I have enclosed my resume and look forward to speaking with you further about my qualifications and fit for the position. Thank you so much for your time and consideration.

Sincerely,
Your Signature (hard copy letter)

Your Typed Name

Sample Internship Cover Letter

Jane Doe
1234 Elm St.
Colorado Springs, CO 80910

Date

Dear Mr. Smith,

I enjoyed speaking with you yesterday on the phone and learning more about the internship program at ABC Company. As a senior in the Computer Engineering Department of Boston College and an accomplished Team USA athlete, I believe I would be an excellent fit for the summer design internship. In my three years at Boston College, I've completed a great deal of coursework on cutting-edge design trends and best practices, including Principles of User Experience Design and Mobile Application Design, I learned and applied skills such as user journey mapping, application wire framing and designing software for a variety of mobile devices and operating systems.

As a Team USA athlete, my sporting career has given me a host of skills that compliment my technical knowledge. I am a team player with excellent written and verbal communication skills. I excel at time management and continuously strive to incorporate feedback to improve my performance. In addition to my coursework and athletics, I spent the past semester volunteering my time with a local non-profit that collects donated clothes and furniture to redistribute to families in need. I helped the web team update and re-launch a mobile application that allows people in the community to easily locate nearby drop-off points and schedule pick-ups, which resulted in a 15% increase of donations.

Finally, my two years working as a barista at the student center has taught me the importance of building a convenient and memorable consumer experience that aligns with the brand. It also helped me grow my skills in team collaboration, customer service, analytics, and project leadership. I believe I would make an excellent addition to your team and am eager to contribute. This internship would help me grow my real-world experience in the technology industry and help me further develop and refine my application design skills.

Thank you very much and I look forward to hearing from you!

Sincerely,
Your Signature (hard copy letter)

Your Typed Name