Exchange draft cover letter and job posting with 2 group members.

**Writer’s Name:**

**Job Title & Company:**

|  |  |
| --- | --- |
| List 3 character traits you want to get across in your cover letter (e.g. enthusiastic, reliable etc.) |  |
| List skills and experiences desired by the company/position that you have and would like to highlight in your cover letter (e.g. coaching experience, Spanish, etc.) |  |

**Reviewer’s Name:**

1. Read the entire cover letter. Give your **first impressions** of the letter, and of the writer.
2. Are the **skills and experiences** highlighted by the writer what the company would be interested in? In other words, is the writer a **good fit** for the position?
3. Does the writer demonstrate **knowledge of the position and company** (especially values and culture)?
4. Does the writer mostly **show rather than tell** about his skills and experiences? (SHOW: “last summer, I backpacked through Europe on my own”; TELL: “I am independent and adventurous”).
5. Does the writer set a **professional tone**? Focus especially on formatting and the first and last paragraphs.
6. Does the writer suggest how they are going to follow up?
7. Without looking at their cover letter again, give any **lasting impressions** the writer made on you. Are you compelled to bring this person in for an interview?