

## Worksheet for Feedback on Persuasive Cover Letter

This worksheet is designed to help you focus your feedback on the macro issues of cover letter writing, and, in particular, on enhancing the fit between the needs of a job and your partner's self-presentation in the cover letter. In this exercise, please don't focus on the micro issues, such as word smithing.

**Position requirements:** Based on the job ad providing by the letter writer, what are the potential employer's key needs and requirements for the position?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Targeted benefits and evidence:** Getting an interview depends on making it clear to the recruiter that there is a good fit between the potential employer's needs and the skills and capabilities of the candidate. But the applicant must present compelling, concrete evidence that he or she has those skills and capabilities.

Based on the letter, what are the skills the candidate claims that will fit the employer's needs, and what evidence does he or she provide to support those claims?

**Targeted benefit #1:** \_\_\_\_\_

**Evidence:** \_\_\_\_\_

\_\_\_\_\_

**Targeted benefit #2:** \_\_\_\_\_

**Evidence:** \_\_\_\_\_

\_\_\_\_\_

**Targeted benefit #3:** \_\_\_\_\_

**Evidence:** \_\_\_\_\_

\_\_\_\_\_

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