

## Worksheet for Persuasive Cover Letter

**Overall argument** For example: Interview me because I am qualified for the job.  
Interview me because I can meet your needs.  
Interview me because I can do the job.

**Key arguments** For example: I have excellent analytic skills.  
I know marketing.  
I know how to work in teams.

**Evidence** For example: I participated in a UROP that required me to analyze the results of a test for a new drug.  
During my summer internship with P&G, I was involved in a marketing campaign for a new product that made \$\$\$ worth of sales in the first year.  
I did well in a marketing course that was taught by Professor X. (It helps if Professor X has a name in the field!)  
During the year I was president of my fraternity, our campaign to raise funds for XXX brought in \$\$\$.

### Overall Argument

---

---

**Key Argument 1**

---

---

**Key Argument 2**

---

---

**Key Argument 3**

---

---

**Evidence**

---

---

---

**Evidence**

---

---

---

**Evidence**

---

---

---

MIT OpenCourseWare  
<http://ocw.mit.edu>

15.279 Management Communication for Undergraduates  
Fall 2012

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.