

CREATIVE INTRODUCTIONS: START WITH A PASSION

Many companies say that they're looking for people who not only have the skills to do the job, but who are truly passionate about what they're spending their time on every day. If that's what your dream company is really looking for (hint: read job description), try an intro that shows off why you're so excited to be part of the team:

If truly loving data is wrong, I don't want to be right. It seems like the rest of the team at Chartbeat feels the same way – and that's just one of the reasons why I think I'd be the perfect next hire for your sales team

I've been giving my friends and family free style advice since I was 10, and recently decided it's time I get paid for it. That's why I couldn't believe it when I found a personal stylist position at J. Hilburn.

After about three years of trying out different roles at early-stage startups around San Francisco, watching more "find your passion" keynotes than I'd like to admit, and assuring my parents that, yes, I really do have a real job, I'm starting to come to terms with the fact that I'm only really good at two things: writing great content and getting it out into the world.

When I was growing up, all I wanted to be was one of those people who pretend to be statues on the street. Thankfully, my career goals have become a little more aspirational over the years, but I love to draw a crowd and entertain the masses – passions that make me the perfect community manager.

When I graduated from Ohio State last May, my career counselor gave me what I consider to be some pretty bad advice: "Just get any job, and figure the rest out later." While I think I could have gained good transferrable skills and on-the-job experience anywhere, I wanted to make sure my first step gave me opportunities for professional development, mentorship, and rotations through different departments. Enter: Verizon

*The other day, I took a career assessment, which told me I should be a maritime merchant. I'm not quite sure what that is, but it did get me thinking: A role that combines my skills in business development with my lifelong passion for the ocean would be my absolute dream. Which is how I found this role at Royal Caribbean.
Start with Your Love for the Company*

Similarly, many companies want to hire people who already know, love, eat and sleep their brand. And in these cases, what better to kick off your cover letter than a little flattery? Bonus points is you can tell a story – studies show that stories are up to 22 times more memorable than facts alone.

Of course, remember when you're telling a company why you love it to be specific and genuine. Because, um, no one likes an overly crazed fangirl.

I pretty much spent my childhood in the cheap seats at Cubs games, snacking on popcorn and cheering on the team with my grandfather. It's the passion that's shaped my career – from helping to establish the sports marketing major at my university to leading a college baseball team to an undefeated season as assistant coach – and what led me to apply for this position at the Chicago Cubs.

Most candidates are drawn to startups for the free food, bean bag chairs, and loose dress code. And while all of those things sounds awesome coming from my all-too-corporate cubicle, what really attracted me to Factual is the collaborative, international team.