

**The University of Akron School of Law  
Career Planning & Placement Office**

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**DRAFTING A PERSUASSIVE COVER LETTER**

A cover letter is nothing but a persuasive

7. Be humble, but quietly confident in your value and the skills you bring to the table. Use words like "I believe, I am confident" etc. to soften statements like "I am a great candidate...." which may come across as arrogant without some qualifying language.
8. Do not tell the employer about all the benefits you think you will receive from working there. They don't care about your career aspirations or mentoring you. Law practice is a business – you are a commodity that will make them money. That is what you need to demonstrate.
9. The best way to come up with your claims is to sit down and brainstorm, for each of your prior experiences (work, volunteer, whatever), the knowledge, skills, and abilities you have or gained from those experiences, for to