



ASCEND

((((●))) LIVE



Justin Baeder, PhD
The Principal Center



Cover Letter Structure

Our Essential Question



How should I structure my cover letter,
and how can I tell if my existing cover
letter needs to be revised or replaced?



Your Application Argument

- **Cover letter**
- **Résumé**
- **Recommendation letters**
- **Other application requirements, e.g. questions**

The Cover Letter's Job



The cover letter's job is to get you an interview:

- It's not a general philosophy of education
- It's not a rehashing of your résumé
- It's not a formality—it makes a huge difference
- It's an evidence-based persuasive essay



Quick Wins in the Cover Letter

- Use the full page
- Remove unsupported claims
- Add evidence of accomplishments
- Interpret the evidence for the reader
- Actually make the case for yourself

Length



- Use the full page
- Don't waste space with a lengthy address block
- Reasonable margins— $\frac{3}{4}$ " to 1"
- Reasonable font size—11 to 12pt
- Never exceed one page
- Leave room for your real signature

5-Paragraph Structure



- Intro—express interest, give a sense of who you are, explain your situation, and why you’re a fit. Avoid making too many claims.
- Body 1—Student Focus
- Body 2—Instructional Leadership Focus
- Body 3—Organizational/Community Focus
- Conclusion—express commitment to core beliefs, recap fit argument, ask for the interview, and thank the reader.

Body Paragraphs

- Typically 3, each with a relevant focus
- All roughly equal in length
- Cluster related evidence together
- Internal structure of a body paragraph:
 - Soft claim about yourself, e.g. belief/commitment
 - Evidence supporting claim
 - Interpretation/impact
 - Recap of claim of fit



Revise or Replace?



- Do I have three relevant topics for each of my body paragraphs?
- Do my introductory and concluding paragraphs flow well?
- Do I avoid rambling & excessive lists?
- Do I emphasize beliefs & accomplishments, not just duties?

Cover Letter Generator

- Drag-and-drop
- Multiple-choice
- Fill-in-the-blank



Edit Fields



Document Fields

System Fields

↓	User First Name	Justin
↓	User Last Name	Baeder
↓	User Full Name	Justin Baeder
↓	User Job Title	Principal
↓	User School Name	Wayside Middle School
↓	User District Name	Morningside School District
↓	User Years in Education	17
↓	User Years in Current Role	7
↓	Main Office Phone Number	1-800-861-5172
↓	User Direct Office Phone Number	1-800-861-1755
↓	User Cell Phone Number	501-222-4415
↓	School Mascot Plural	Wolverines
↓	School Mascot Singular	Wolverine
↓	School Motto	Excellence in Everything is the Wolverine Way!



Step 1: Set System Fields

Add Document Field

↓	Applying Role	Principal	🗑️
↓	Applying School	Badger Hill Elementary	🗑️
↓	Applying District	Morningstar School District	🗑️
↓	Self-Characterized Role	instructional leader	🗑️
↓	Self-Characterized Role Article	an	🗑️
↓	Years Experience in Profession	17	🗑️
↓	Years Experience in Role	6	🗑️
↓	Current Role	Assistant Principal	🗑️
↓	Current Role Article	an	🗑️
↓	Student Term Singular	student	🗑️
↓	Student Term Plural	students	🗑️



Step 2: Set Document Fields

Step 3: Choose Phrase Options



My name is Justin Baeder, and I am excited to submit my application for the Principal position at Badger Hill Elementary.

For the past 6 years, I have served as an elementary school principal at Badger Hill Elementary.

I am seeking a role that enables me to help culturally and linguistically diverse students succeed.

I have spent my career working in settings that provide a strong fit for the Principal role.

— Paragraph Break —

- My name is Justin Baeder, and I am interested in the Principal position at Badger Hill Elementary. [Insert Field](#)
- My name is Justin Baeder, and I am excited to submit my application for the Principal position at Badger Hill Elementary. [Insert Field](#)
- My name is Justin Baeder, and I am writing to apply for the Principal position at Badger Hill Elementary. [Insert Field](#)



Step 4: Customize Accomplishments

Edit Phrase Values

WRITE AN ACCOMPLISHMENT HERE

student average daily attendance
from 84% to 96% from Fall 2020

As a result,

student average daily attendance increased from 84%

This exemplifies the approach I will take to the **Principal** role in **Morningstar School District**.



↓	Accomplishment 1	WRITE AN ACCOMPLISHMENT HERE
↓	Accomplishment 1 baseline	84%
↓	Accomplishment 1 outcome	96%
↓	Accomplishment 1 baseline date	Fall 2020
↓	Accomplishment 1 outcome date	Spring 2021
↓	Accomplishment 1 category	average daily attendance

Step 5: Add Custom Phrases & Variations



Layout Editor *

I believe that all students deserve |

Add Phrase +

Add ¶

My name is **Justin Baeder**,
Elementary.

I believe that

For the past **6** years, I have

Edit Phrase Values

×

- I believe that all **students** deserve
- I'm driven by the belief that all **students** deserve
- I take my inspiration from a deep-seated belief that every **student** deserves

Insert Field

Insert Field

Insert Field





Step 6: Drag & Drop Phrases & Paragraph Breaks

For the past 6 years, I have served as an Assistant Principal, and 

I am seeking a role that enables me to 

help culturally and linguistically diverse students achieve at high levels. 

I have spent my career working in settings similar to Badger Hill Elementary, and believe I would be an excellent fit for the principal role. 

— Paragraph Break — 

Because I hold a deep conviction that 

all students can learn at high levels when provided with the appropriate supports, 

I am committed to keeping students on track in both academics and average daily attendance. 

In my position as an Assistant Principal, I have 

developed 

Step 7: Copy & Paste



Sincerely,

— Paragraph Break —

Justin Baeder



Document Output

Edit Fields ↓

Copy to Clipboard 

My name is Justin Baeder, and I am excited to submit my application for the Principal position at Badger Hill Elementary. For the past 6 years, I have served as an Assistant Principal, and I am seeking a role that enables me to help culturally and linguistically diverse students achieve at high levels. I have spent my career working in settings similar to Badger Hill Elementary, and believe I would be an excellent fit for the Principal role.

Because I hold a deep conviction that all students can learn at high levels when provided with the appropriate supports, I am committed to keeping students on track in both academics and average daily attendance. In my position as an Assistant Principal, I have developed a process for monitoring and improving student average daily attendance. As a result, student average daily attendance increased

Quick Updates for Different Applications



Edit Fields ×

Document Fields System Fields

[Add Document Field](#)

↓	Applying Role	Principal	🗑️
↓	Applying School	Badger Hill Elementary	🗑️
↓	Applying District	Morningstar School District	🗑️
↓	Self-Characterized Role	instructional leader	🗑️
↓	Self-Characterized Role Article	an	🗑️
↓	Years Experience in Profession	17	🗑️
↓	Years Experience in Role	6	🗑️
↓	Current Role	Assistant Principal	🗑️
↓	Current Role Article	an	🗑️

- Edit Document Fields
- Make sure pronouns match
- All versions of built-in phrases will update automatically
- Grammar will be correct



COVER LETTER
GENERATOR

Full Training



HOW TO CRAFT YOUR "PERFECT FIT" COVER LETTER TO GET MORE INTERVIEWS

WITH JUSTIN BAEDER, PhD

 THE PRINCIPAL CENTER



PrincipalCenter.com/ascend



ASCEND MASTERCLASS

Land your next-level leadership role

[Get Instant Access »](#)