

25 things every
young professional
should know
by age 25



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*A cover letter should add color and personality.
It should not summarize your resume.*

How many times have you seen a cover letter with this opening line?

“Hi, my name is _____, and I am interested in the position of _____.”

A cover letter with a boring intro and four paragraphs rattling off your resume is destined for the **‘Discard’** pile.

Want to really impress an HR manager? Start your cover letter with a story that showcases your personality and – above all – relates directly to the job you want.

Scenario: you apply to be a middle school teacher as your second job out of college (remember, you are 25). You want to prove you can handle a classroom of rambunctious 13 year olds.

You kick off the cover letter like so:

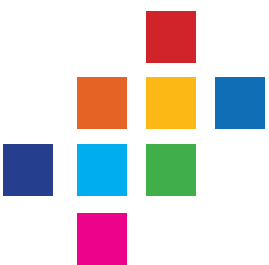
“The sirens were deafening, and I could tell the kids were scared.

Right then, I knew what I had to do: make sure all the children were ushered to a sturdy part of the school in an orderly fashion. We had little time, and I needed to act fast.

I had never experienced a tornado firsthand, but I had the proper training and knew if I stayed calm, we would all get through it safely.”

Boom. You immediately begin with a unique story. It’s dramatic, demonstrates courage under fire and **shows** – not tells – why you have what it takes. Certainly, you will want to explain other reasons why you are an effective teacher, but this cover letter will get noticed.

Remember, a creative cover letter will hook the reader. The whole point is to keep people interested, respect their time and tell your story along the way.





It's spelled definitely, not definately.

Yes, it sounds like an 'a,' but the fact remains: the word is spelled with an 'i.' Sure, Microsoft Word will alert you to the mistake with the squiggly red line, but in everyday conversations (i.e. Gchat), it's important to spell 'definitely' the way Webster intended.

While on the subject of writing, here are several other words we should expunge from our writing. Why? They are overused or have become cliché.

- **Amazing** (since we use it for every scenario, it's lost all meaning)
- **Ridiculous** (replace with words like 'unbelievable' or 'incredible')
- **Very** (can always remove 'very' before the adjective; adds ~~very~~ little to the sentence)
- **In order** (don't need 'in order' as in 'I wrote this sentence ~~in order~~ to prove a point')
- **That** (the greatest space-filler of them all; the classic word ~~that~~ you almost never need)

Remove these words, and you will quickly develop stronger cover letters, resumes, work emails and business presentations.

Give it a try.

You will definitely see a difference.

Want the entire e-book?

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