

# HOW TO CREATE A WOW STATEMENT

## IN THE INTRODUCTORY PARAGRAPH OF YOUR COVER LETTER



WOW statements should do more than state where you found the position for which you are applying as this detail is implied.

Your introductory paragraph should immediately grab the attention of the employer. This means you will want to avoid typical opening words like, "Please accept". WOW them!



Begin with your passion, your love for the company, an attribute or accomplishment, or humour and creativity (if appropriate).



We have created a few "wow" statements so that you can see some of the ways you can incorporate an engaging and exciting opening statement into your cover letter.

### Examples:

**Having grown-up surrounded by more remote control cars, helicopters and trains than any one child should ever be allowed to have, I have developed a passion for the design of vehicles and the analysis of their inner mechanisms. This constantly evolving passion and drive to design and discover has led me to seek a co-op position at Bombardier. Bombardier has always been an innovator in the transportation and aviation sector and I would be ecstatic to contribute to this progress.**

**Applications that enhance consumer freedom and provide users the opportunity for human connection have become increasingly valuable to me while living in a busy city like Toronto. It is these qualities and my own personal positive experiences with Uber that have piqued my interest in applying for the Junior Software Engineer position.**



Quick Tip: for the above example, we examined the mission statement of the organization and utilized the language included in the statement to craft our introduction.



In the article linked below, the author outlines various options for creating your very own "wow" statements.

<https://www.themuse.com/advice/31-attentiongrabbing-cover-letter-examples>

