AVC 248 · DESIGN SELF-PROMOTION · WEEK 6

Cover Letter, Elevator Pitch & Identity

“Write it in your own voice. AI only gives feedback, never the draft.”

YOUR VOICE

The cover letter is you talking

A resume lists what you did. The cover letter connects you to this specific job, in your own voice. You write it.

It is your voice

Tone, warmth, and personality the resume cannot carry. It has to sound like you.

It connects you to the job

Why this studio, why this role, why you. The bridge only you can build.

You write it yourself

Start from your own words and your own reasons. The draft is always yours first.

THE RULE

You write it first.

AI only reacts to a letter you already wrote.

Customize it every time. A generic cover letter reads generic. Tailor it to the exact job.

THE CAREER SERVICES FORMAT

Three paragraphs, three jobs

The GCC guide structures every cover letter the same way. Each paragraph has one clear purpose.

1 Introduction & reason

The position, how you learned of it, any referral by name, and something you know about the company.

2 The marketing paragraph

Why you want it, how your background qualifies you, a personal trait, a short story, and company research.

3 Closing & thank you

Thank the hiring manager for considering you. Enthusiasm makes them more likely to take interest.

Do the company research. Read their About Us and mission, then ask yourself: would I enjoy reading this?

HOW IT IS LAID OUT

The business letter format

Set it up like a professional letter. The structure signals that you take the role seriously.

Your name, address, phone, email
Date
Employer name and address block
Re: Job ID 44567
Dear Hiring Manager,
…three paragraphs…
Sincerely,
Your signature and name



SENDING IT

Email or memo too.

Attach a PDF, Word, or a Google Doc link named for the job.



Use proper business punctuation. Keep an email version short enough to read without scrolling.

AFTER THE INTERVIEW

The thank-you letter

Follow-up letters show interest and appreciation, and continue a dialogue your competition may skip. Three short paragraphs.

1. Thank them

Thank the reader for the call, interview, or advice they gave you.

2. Raise one qualification

Summarize your fit, or highlight one unique qualification for this specific job.

3. Point to the next step

Indicate your interest in moving forward and that you look forward to hearing back.

KEEP IT SHORT

Same letter header.

Date, employer block, greeting, and your signature.

Send it promptly. A short, sincere thank-you keeps you on their mind.

WHERE AI COMES IN

AI gives feedback, never the draft

Once you have written your letter, AI can react to it. It tightens and reflects back. It does not write it for you.

Honest feedback

Ask what is unclear or generic in the letter you wrote, then you decide what to change.

Tighten it

Ask it to trim a paragraph you wrote without losing your meaning or your voice.

Never drafts it

It does not generate the letter. A letter you did not write cannot sound like you.

REMEMBER

Feedback and tightening only.

The writing stays yours, start to finish.

You wrote it first. AI reacts to your words. It never replaces them.

SAY IT OUT LOUD

Your elevator pitch

Thirty seconds, no script in hand. Who you are and what you make, said with confidence. You will use it constantly.

Short

Two or three sentences. If it needs a windup, it is too long.

Confident

Steady, clear, no apologizing. You belong in the room.

Who you are + what you make

Your name, your craft, the kind of work you do. Specific, not vague.



PRACTICE

Until it sounds like you.

Your own natural voice, not a memorized line.

Rehearse it out loud. The pitch only works when it sounds effortless.

YOUR BRAND IS YOU

Your personal identity system

As a designer, you are also a brand. A small, consistent identity system makes you look intentional and memorable.



A mark or logo

A simple personal mark or wordmark that feels like your work.



A business card

Clean, well-set, easy to hand over. A tiny portfolio piece.



Consistent system

Same type, color, and mark across resume, card, and site.



When the pieces match, you read as a professional, not a student.

MAKE THEM REMEMBER YOU

The leave-behind

A leave-behind is the physical or digital piece you leave after a meeting, so you stay in the room after you leave it.

Something to keep

A printed card, mini-portfolio, or sticker set that carries your identity.

On-brand and useful

It matches your system and gives them a reason to hold onto it.

Keeps you top of mind

When they sort through candidates, yours is the one still on the desk.

THE PAYOFF

A lasting impression.

A good leave-behind outlasts the meeting.

Make it worth keeping. Useful and on-brand beats flashy every time.

PULL IT TOGETHER

Your self-promotion kit

By the end of this stretch you will have a connected set of pieces, all in your own voice and your own visual language.

Cover letter

Written by you, tightened with AI feedback.

Thank-you letter

Three short paragraphs, sent promptly.

Elevator pitch

Short, confident, ready to say out loud.

Identity + leave-behind

One look, a piece that outlasts the meeting.

One voice, one look, across everything you hand someone.

YOUR VOICE, YOUR IDENTITY

Your voice.
Your identity.
Your pitch.

“Write it yourself. It only works when it sounds like you.”