



# “Why Me?” Template

Ready to write an attention-grabbing, value-driven “Why Me” statement? Follow these steps to organize your experience, choose powerful words and make a strong statement.

## STEP 1

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Pick a job title that describes your experience.

- Your most recent job title may not be the best indication of your total skill set, especially if it’s industry-specific. For example, instead of “Director of Innovation” use something more specific like “Director of Product Development and Partnerships.”
- List your 3 most recent job titles, then for each list out a few of the titles you’ve seen other people with similar experience use.

### Remember

Think of the “Why Me” as the summary of your professional identity story that helps connect the dots to why you will be a star in the specific role.

#### YOUR 3 MOST RECENT JOB TITLES

1

2

3

#### OTHER SIMILAR TITLES

1

2

3

- Now, circle the common words that appear in multiple titles. These words are strongly indicative of your total job experience.
- Finally, write a few alternate job titles you can use in your “Why Me” statement that indicate your seniority and skill set.

1

2

3

## STEP 2

### Answer the following questions.

- How many years of experience do you have total, not just in your current role?
- Do you have any specialized experience related directly to the job description? If so, what was it and for how long?
- Write down a specific example of your experience and the results you drove that relates directly to the job posting you are applying for.

#### SPECIFIC ACCOMPLISHMENT

#### RESULTS YOU PRODUCED

- Check your list of accomplishments and skills. Add a powerful action word to each like produce, elevate, increase or decrease.
- What are 3 additional skills or experiences you have related to the job posting?

1

2

3

## STEP 3

### Bring it all together.

I'm a  with  years of experience, including  years working on . During my career, I , resulting in . I've also had experience , , and . I'm passionate about , and I'd love to pursue this opportunity at your company.

Example: "I'm a UI/UX designer with 7 years of experience, including 4 years of working on mobile applications. During my career at XYZ Company, I led the development team to redesign the mobile app's user interface, resulting in a 40% increase in mobile orders. I've also had some experience working in the medical industry, developing solutions for healthcare clients when I worked as an IT consultant. I'm passionate about using tech to improve patient experience and efficiency in the medical space, and I'd love to pursue this opportunity at your company."