

PURPOSES OF A COVER LETTER

- To *inform* the employer what position or type of position you are seeking
- To *impress* the employer by showcasing your experience, knowledge about the company and why you are interested in joining their team
- To *show* the employer how well you can communicate in writing
- To *compel* the employer to learn more about you by reading your resume or scheduling an interview with you

THINGS TO REMEMBER

- Address the letter to a specific individual
 - If you are not sure to whom the letter should be addressed, call the company and request the name and title of the person responsible for hiring college graduates in your career area. If for some reason you cannot get this information, you have a couple of options:
 - Address the letter to a job title, “Director of Marketing” “Hiring Manager” “Selection Committee”
- Write an attention-grabbing introduction
 - Remember you are trying to compel the reader to want to get to know you better, and ultimately hire you
- State the position for which you are applying and point out your relevant qualifications. Select specific experiences relevant to the job and discuss them. Fill in the blanks your resume leaves open. Highlight why you are uniquely qualified.
- Tailor your letter to the needs of the company and requirements of the position. How will the employer benefit from hiring you? Published job descriptions inform you about what qualifications to emphasize. *It's about them, not you!*
- Close your letter with a confident yet gracious statement. If you are going to tell the employer that you will contact them or provide some sort of follow-up, be sure to do so.
- Use the same header as your resume and references sheet.



COVER LETTER TIPS

- ✓ Margins, fonts and header should match your resume
- ✓ If applicable, the paper type should match your resume
- ✓ Do not exceed one page, less is more
- ✓ Follow business letter format (include date and recipient's name, title and address)
- ✓ Address to Dear Mr./Ms. (or Dr.) Last Name, followed by a colon, not a comma
- ✓ Include recipient's name (research: call the company/organization or use other resources like LinkedIn or their company website)
- ✓ If you can't identify a human to address your letter, address to Hiring Manager, Selection Committee, etc.
- ✓ Sound positive and confident, avoiding "I think" or "I feel" statements
- ✓ Use "I" sparingly, starting only one sentence per paragraph and one paragraph per letter with "I"
- ✓ Check spelling (spell-check AND proofread)

What to Include

- ✓ Identify the skills sought in the job description (job description, requirements and desired qualifications)
- ✓ Brainstorm instances when you have demonstrated those skills
- ✓ Develop a list of key words to utilize
- ✓ Include the answers to these questions:
 - Why should I hire this person?
 - How is this person going to impact my team/business?
 - Do I want to work with this person every day?

What not to Include

- ✓ Do not narrate your life-long dreams and ambitions
- ✓ Do not commit four inches to a narration of how successful the company/organization is
- ✓ Too many "I" statements

Opening Paragraph

- ✓ Communicate why you are specifically qualified as a fit for this position and the organization
 - This may include soft skills and personal traits
- ✓ Tell the reader the position for which you are applying
- ✓ Let the reader know how you learned about the position, identifying your contact if applicable
 - Using personal connections here is okay but be careful about "name dropping" – people you know at the company may not always be well-liked

Middle Paragraph(s)

- ✓ Identify two to four skills you possess that are listed in the job description and communicate how you have used them successfully in the past
- ✓ Do not state, "As you will see in my resume..." as it is a waste of space
- ✓ Do not regurgitate your resume
- ✓ Communicate how the employer/team will benefit by hiring you
- ✓ Communicate knowledge of the company or industry (show you've done your research) and how you are an ideal candidate

Closing Paragraph

- ✓ Confident, assertive, business-like, closing statement
- ✓ Indicate your desire for an interview ("I would welcome the opportunity for a personal interview", "I look forward to speaking with you in more detail about your expectations for a financial analyst")
- ✓ "Thank you for your... " consideration, time, etc.
- ✓ If you state what you are going to do next (call to discuss meeting and your qualifications) list a specific time when you will call or email to follow-up. (If you say you are going to follow up, do so!)
- ✓ You are not being pushy, we promise!

The End

- ✓ Type "Sincerely" or "Regards", enter four times and type your name
- ✓ Enter two more times and type "Enclosure" to indicate that your resume is attached. If there are additional documents, type "Enclosures."



Your Full Name
Your Current Mailing Address
City, State Zip Code
Telephone Email

Date

Contact Person's Name
Title
School or District
Street Address
City, State, Zip Code

Dear Administrator (or Mr., Ms., or Dr. if you know the person's name):

First sentence/paragraph: State why you are writing: specify the position for which you are applying and whether you saw an advertisement or heard about the position or school through a referral or by reputation.

Second paragraph: Begin with a sentence that immediately grabs the reader's attention. Briefly summarize why you are qualified for the position – use examples and specific accomplishments to show how your skills and experience, strengths and accomplishments will address the school's and the students' needs. Do not reiterate what is on your resume. However, you can elaborate on something in your resume and how it impacted the students. Highlight any special skills that make you a more valuable candidate, i.e., your desire to coach a sport, your theater/drama experience, your interest in music or art, etc. If you are a graduate of the school, student taught or was a TA at the school, mention it in the first sentence of this paragraph.

Third paragraph (optional): Use this paragraph to reveal more of yourself. If you are a career changer, tell how skills developed during your previous experience will be an asset to you as a teacher (i.e., communication, management, follow through, organization). You can also state why you decided to teach.

Last paragraph: Express your sincere commitment to education and teaching children. Close the letter with a request for an interview and include your telephone number if you do not use your resume heading. Conclude by thanking the reader.

Sincerely,
(Electronic signature if possible)

Your full name, typed

(Sample Generic Cover letter answering ad)

Ryan Tolbech
4523 Cahilloval
San Angelo, TX 76902
(915) 942-9313
ryanto@earthling.com

January 5, 2022

TB&K
2000 18th Street, Suite 300
San Angelo, TX 76902

Dear Senior Creative Director,

I am sending you my resume in response to your ad in the May issue of Advertising Age for a Production Artist. I believe I have the skills that your company is seeking, and would like to be considered for the position.

I have extensive layout and design experience and enjoy working on precise, detailed projects. My background in 4-color production, camera work, and desktop publishing systems would also be an asset to your company. Working under tight deadlines is the standard of the advertising industry that I come from, and is an environment in which I thrive.

I look forward to meeting with you personally, and reviewing the needs of TB&K in greater detail. I can be reached at the above telephone number and e-mail address.

Sincerely,

Ryan Tolbech

(Sample generic cover letter following up on a referral)

Mea East
873 Runaway Lane
Los Angeles, CA 90045
(323) 877-2234
meast@netscape.com

June 23, 2022

Mr. Henry Hireman
Director of Technical Support
The Enterprise Group
345 Fulton St.
San Pedro, CA 90731

Re: Technical Support Representative Position

Dear Mr. Hireman:

I had a brief conversation earlier today with Rudy Fitch, the personnel manager at your company, and he suggested that I get in touch with you with respect to an opening in your department.

I have extensive customer service and technical support experience. My background as a computer helpdesk technician at a four-star hotel prepared me to deal with a variety of challenges using tact and diplomacy. Furthermore, I am a recent Computer Science graduate at Western Oregon University, where I graduated with honors.

I am well aware of your company's emphasis and reputation of providing high quality customer service and I believe my particular skills and experience would be a great asset to your company. Because of my long-term interest in computers, I am familiar with your entire software suite. More importantly, I have experience explaining applications to people who have limited computer knowledge and with the highest level of sensitivity and care.

I would welcome the opportunity to meet with you in person or to speak with you over the phone. Thank you for your time and consideration and I hope to hear from you soon.

Sincerely

Mea East

THANK YOU LETTERS / EMAILS

A thank you letter/email **should always** be sent after any type of interview. This letter should thank the interviewer for their time and information and reiterate, to the interviewer, your interest in the position and the skills that you have to offer. Thank you letters/emails should be sent promptly after the interview (by end of day if possible), because your interview/impression will still be fresh in the interviewer's mind.

Sample Thank You Letter

1234 Main St.
Monmouth, OR 97861

May 5, 2013

Stephen Colbert, Recruiter
Dell Inc.
1350 NE Stephens, Suite 50
Roseburg, OR 97470

Not needed for
emails

Dear Mr. Colbert:

Thank you for the opportunity to interview for the Sales Trainee position. I really enjoyed meeting you and learning more about Dell Inc. It was a refreshing learning more about the Dell approach to sales and marketing.

The interview with you and your staff confirmed my initial positive impression of Dell, and I want to reiterate my strong interest in working for you. My prior experience in tech industry sales plus my training in communications would enable me to progress steadily through your training program and quickly become a productive member of your sales team.

Again, thank you for your time and consideration. If you need any additional information, please feel free to contact me at (541) 555-1234.

Sincerely,

John Stewart