What is a Cover Letter?

A cover letter is like the back of a book. It should entice the reader to keep on reading on to your resume! Make sure you don’t divulge everything about yourself in your cover letter, otherwise the employer will get to your resume and have nothing new to read.

Important Details Regarding your Cover Letter

- When you send your cover letter you always send your resume.
- This is the first thing that an employer sees.
- Use your cover letter to direct the reader’s attention to certain aspects of your resume.
- This document allows you to demonstrate your knowledge of the company.

Be sure to include...

- ...date letter was written and it is typed in long form ex: February 20, 2015.
- ...name and address of potential employer.
- ...greeting to person writing to ex: Dear Mr. Sharp or Dear Sir or Madame.
- ...at least 3 paragraphs in body of letter.

Components of a Cover letter

First paragraph should include...

- ...position you’re applying for. Why are you writing?
- ...how you found out about the position. Example: I am applying for the management position that was posted in the Chillicothe Gazette.
- ...a statement about how your accomplishments and skills would contribute to the company.
- Announce the why you’re specifically interested in this position in order to engage the reader to continue. Name drop here if you can. Make sure you have permission to do so and this person is professional.

Second paragraph should include...

- ...3 to 4 statements about specific skills you have that are relative to the job for are applying for.
- ...examples of how you’ve practiced/showcased those skills. Focus on one or two aspects of your background/resume. This is also a good place to list specific accomplishments.
- ...what can you offer the company, NOT WHAT THE COMPANY CAN OFFER YOU.
- State why you would be a benefit to the company/demonstrate knowledge of the company.

Third paragraph should include...

- ...a summary statement of skills bring to the position. Example: I am a dedicated worker and know that I would be an asset to your human resources department. Reaffirm your interest in the position.
- ...a statement indicating that you look forward to being contacted for an interview AND how they should contact you.
- ...a statement thanking the reader for their consideration.

Salutation:

- 4 spaces between salutation and your typed name

Electronic Cover Letters

- Should you send one? Yes, if given the opportunity.
- Know company guidelines for submission. If you can’t find this, call the company.
- Keep it brief (2 paragraphs).
- Always state your desire to work for the company.
- Usually include this in the actual body of the email.

*Adapted from Appalachian State University*
Sample Cover Letter

Jimmy Jobseeker
123 Main Street
Chillicothe, OH 45601

Ms. Betsy Boss
Vice President, Marketing
Dream Job Works
55 Trade Street
Greensboro, NY 22228

Dear Ms. Boss:

Rusty Cable suggested I contact you regarding possible marketing research opportunities with Dream Job Works. I met Rusty earlier today at the Shawnee State University Center Fair and have enclosed my resume for your consideration.

I will be graduating in May 2015 from Shawnee State University with a Bachelor of Science in Business Administration and a minor in Marketing. My education has allowed me to cultivate strong research, communication, editing, and interpersonal skills. I have gained experience in various marketing capacities by completing student-team projects for ABC Company and 123 Incorporated. Furthermore, I am currently the Vice President of Marketing for my fraternity (give name here) and am in the process of marketing our annual golf tournament. We have already increased our sponsorship sales by 145% from last year and planning this tournament has provided me the opportunity to have direct experience with managing a very strict budget.

Give concrete examples of what you have done, both academically and in extracurricular activities. If you have done an internship, mention this. If you have studied abroad and it is relevant, mention it. Also, if you have worked during college state what you have learned from this experience.

I am confident my skills and experience would be an asset to Dream Job Works and would appreciate the opportunity to discuss the marketing research positions with you. I will contact you the week of (date) to confirm you received my resume. Perhaps we can schedule an interview at this time. Please do not hesitate to contact me at the above listed phone number or email if you have any questions. Thank you for your consideration.

Sincerely,

Jimmy Jobseeker

Enclosure

*Adapted from Appalachian State University*