



Creating Cover Letters:

Why are cover letters important?

- Shows your value and brand
- Makes connection of how experience is relevant to a specific position
- Displays interest in a company/position and why you are a fit
- Highlights interest, relevant experience, and reasons to hire you
- Provides the opportunity to show and sell experience

Remember that a cover letter is NOT a resume- these documents should be different

Show the employer what YOU can do for them and how your experience is relevant

Do's	Don'ts
✓ Tailor your cover letter to each position	✓ Send the same cover letter twice
✓ Highlight transferrable and key skills	✓ Have a generic cover letter
✓ Use industry- related keywords	✓ Go over one page
✓ Review job description before writing	✓ Put wrong company or position
✓ Show how your experience is relevant	✓ Use overrated phrases, i.e. "hard worker"
✓ Make connection on why a fit	✓ Lie or exaggerate your experience
✓ Proofread repeatedly	✓ Have spelling/grammar mistakes
✓ Have others proofread	✓ Be too general
✓ Maintain confident and enthusiastic tone	✓ Start every sentence with "I"
✓ Have a specific purpose when writing	✓ Focus on weaknesses

What are the general guidelines?

- Make sure the font is easy to read and standard for all computers, i.e. Times New Roman, Calibri, Arial, etc.
- Address hiring manager by name whenever you can
- Include spaces between paragraphs and do not exceed one page
- Keep the information concise and professional- this is not a creative writing paper
- *Remember: If there is ever an option to submit a cover letter, ALWAYS do it, but make sure it is done well*
- *Remember: If it is difficult for you to think of how your skills are relevant to the position, then it may not be the best position for you. Keep looking.*

What do I include in my cover letter?

1. Why you are writing the cover letter
2. What you have to offer
3. How your experience is relevant
4. How you will follow up



Name

Address | City, State, Zip | Phone number| Professional email address

Date

Hiring Manager (try to get a name)

Hiring Manager's Title

Company Name

Company Address

Dear Hiring Manager: (try to get a name)

Paragraph One: Why You Are Writing.

Express your interest in the position and how you heard about it. In some cases, you may have been referred to a potential employer by a friend or acquaintance or perhaps you met a recruiter at a career fair or social event. Be sure to mention this mutual contact, by name, up front since it is likely to encourage your reader to keep reading.

Paragraph Two and Three: What You Have to Offer and How Experience is Relevant.

Refer specifically to the qualifications listed in the job description and illustrate how your particular skills and experiences relate to the position for which you are applying. Make sure to draw a connection between your qualifications/experiences and the employer's requirements. Provide evidence that you have the necessary skills for the job.

Focus on your potential and what you can do for the employer, rather than what the employer can offer you. You can do this by giving evidence that you have researched the organization thoroughly and that you possess skills used within that organization. Show how your education and work skills are transferable, and thus relevant, to the position for which you are applying.

Optional: One middle paragraph is fine- it depends on how much relevant experience you have.

Paragraph Four: Closing.

Close by reiterating your interest in the job and letting the employer know how they can reach you. If you are applying from outside the employer's geographic area you may want to indicate if you're planning a move or if you'll be in town during a certain time frame. Establish your next step and take a proactive approach by stating that you will call within the next week or two to inquire about an interview or next steps is often an effective way to express your interest and initiative.

Sincerely,

Optional Signature may be placed here with name typed underneath