

# COVER LETTERS

## What is a Cover Letter?

A cover letter accompanies a resumé and introduces your interest in the organization and a specific position. It should emphasize how you fit the company and how the company fits your qualifications. A cover letter can be delivered traditionally as a hard copy, as the body of an emailed resumé submission, or uploaded as a PDF into a company's application system.

Cover letters can be an additional means of selling oneself to an employer. Each cover letter should be targeted to a specific company and position and reflect knowledge of the company's needs and goals. An effective cover letter can sell the applicant to an employer, even when there is no current job opening. A cover letter is a way of asking for an interview.

## Cover Letter Basics:

- Use to complement your resumé, not repeat the same information.
- Address a specific person. If you cannot, consider using "Dear Selection Committee".
- Keep short, concise, and direct (3-4 paragraphs, no longer than 1 page).
- Address the employer's concern of "Why should I contact you?"
- Proofread for grammar, spelling and punctuation mistakes; ensure your cover letter is addressed to the correct person and company. Grammatical errors may automatically disqualify your application.
- Create a new cover letter for each position – mass producing is impersonal and less effective.
- Research and display knowledge of the company and culture.
- Tactfully ask for an interview.



## Cover Letter Sample Formats:

Street Address  
City, State, Zip Code

Date

Name of Contact  
Title  
Organization  
Street Address  
City, State Zip Code

Dear Mr./Ms. (Insert Name):

State the position you are applying for, perhaps how you became aware of it, and why you are interested. Give a brief synopsis of why you are a top candidate or offer a sincere compliment about the company.

Offer your sales pitch, outlining what you can do for the employer. Show credentials through specific examples that make a clear connection of how prior performance indicates excellence in the new position. Consider using bullets to outline your top skills or speak more in-depth about a qualification.

Thank the employer for their time or consideration. State your interest in meeting with the employer to follow-up. Indicate that your resume is enclosed or attached.

Sincerely,  
(written signature, blue ink) (4 blank lines)

Typed Name

## Susan Senior

12345 West Ineedajob Avenue, Orem, Utah 84058 | 801-123-4567

May 10, 2019

Ms. Jane Who  
Manager  
Super Company, Inc.  
555 West Super Company Avenue  
Orem, Utah 84058

Dear Ms. Who:

I am submitting this letter as a formal request to be considered for the Public Relations Specialist position. I have enclosed my resume for your review. I am confident I am qualified for this position with Super Company, Inc.

This position requires an individual with experience creating and disseminating tactical media. As a recent graduate in Communications, with an emphasis in Public Relations, I offer professional competence in those areas. For four months, I worked as an intern with Awesome PR Firm in Washington, D.C., where I completed more than 45 press releases, corresponded daily with clients via email, implemented and produced a monthly newsletter sent to more than 800 clients, and scripted the welcome speech delivered at the annual PR Regional Conference. After one month, my consistent performance qualified me to co-coordinate the PR Association Gala, hosting more than 300 donors and grossing over \$750,000 for charity. With my experience and skills I am hopeful you will appreciate the value I offer as a Public Relations Specialist.

Thank you for your time and consideration. I would appreciate the opportunity to meet with you to further discuss how I may benefit Super Company, Inc. I can be reached by phone at 801-123-4567, or by email at susan.senior@email.com.

Sincerely,

Susan Senior

## Cover Letter Sent as Body of Email

Dear Mr. Butler,

I am aware through Robbie Johnson, your company receptionist, that as a result of your recent expansion you are looking to hire an accounts manager for your new Layton office. I believe I am an excellent candidate for this position, as I have completed a successful internship in business management and offer three years experience in sales.

Some of my deliverable highlights for my current employer include:

- Assisting in the development of ten new accounts in less than six months, increasing company revenues by 25%
- Demonstrating analytical skills and problem-solving ability under pressure from disgruntled customers with a 100% positive resolution rate for the 4th Quarter of 2018
- Awarded for delivering top quality customer service and increasing customer loyalty by 50%

I have enclosed my resume and want to express my enthusiasm for this position. I would appreciate the opportunity to interview with you and discuss how I can offer the same dependable, high quality service to your customers. I may be reached at 555-555-5555 or by Jason@email.com. Thank you for your time and consideration.

Sincerely,

Jason Student  
Jason@email.com, 555-555-5555