

# COVER LETTERS



The **cover letter** is used to introduce yourself and to briefly explain your qualifications to a prospective employer. The purpose of the cover letter is to arouse the employer's interest and gain his/her attention to your application for employment. A cover letter should always accompany your resume when applying for a position.

The cover letter should highlight the information included on your resume. It should not duplicate information on your resume word for word.

## **9 TIPS ON WRITING AN EFFECTIVE COVER LETTER**

1. The letter should be typed on **quality paper** that matches the color of your resume.
2. Always address the letter to the **appropriate individual** by **name** and **professional title**.
3. **Avoid** beginning every sentence or paragraph with the word "I."
4. Attract the employer's attention by **beginning your cover letter with a strong statement**. Many employers receive hundreds of applications and you want yours to be one that is remembered. To do this, develop a bridge or common bond between yourself and the employer. Tell how you learned of the company/organization and/or the vacancy. The best introduction to a potential employer is to remind him/her of the face-to-face or telephone conversation you have already had relative to your job search or to mention that you have heard about the job vacancy from a friend or other contact that works for the organization.
5. Use the center of your letter to **arouse the employer's curiosity** by stating brief facts from your resume about your experience and accomplishments. Highlight particular points in your background that complement the type of job you are seeking.
6. **Tell why you are interested in the employer**. Indicate what you can do for the employer rather than what the employer can do for you.
7. In your final paragraph, **thank** the employer for their consideration and mention that you will call to follow-up and discuss the possibility of arranging an interview.
8. Always **sign** your letter.
9. **Proofread** to correct all spelling and punctuation errors. Both the cover letter and resume **must** be free of mistakes.

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## ***Cover Letter Guidelines:***

Your Present Address  
City, State, Zip Code  
Date of Letter

Individual's Name  
Title  
Employer  
Street Address  
City, State, Zip Code

Dear Mr./Ms./Dr. \_\_\_\_\_:

First Paragraph. In your initial paragraph, indicate the reason for writing, the specific position or type of work for which you are applying, and how you learned of the opening. (Prior contact with employer or employees of the organization you are applying to, newspaper advertisement, the internet, etc.)

Second Paragraph. Mention why you are interested in the position, the organization, its products or services; above all, indicate what you can do for the employer. If you are a recent graduate, explain how your academic background makes you a qualified candidate for the position. If you have related work or internship experience, point this out by mentioning specific achievements or unique qualifications gained through this experience. Do not repeat information word for word as it appears in the resume.

Third Paragraph. In the closing paragraph, indicate your desire for a personal interview. Repeat your phone number in the letter and offer any assistance to help in a speedy response. Finally, thank the employer for his/her consideration.

Sincerely,

(Your Handwritten Signature)

(Your Name Typed)

Enclosures (denotes resume, applications, etc. that are enclosed)

Cover Letter  
Sample 1

1212 College Street  
Chapel Hill, NC 27514  
April 5, 200x

Mr. John Smith  
Division Manager  
Waddell & Reed Financial Services  
One Monroeville Center  
Suite 970  
Charlotte NC 27277

Dear Mr. Smith:

I am sending the enclosed resume in response to the Management Trainee position advertised in the Sunday, January, 200x, issue of the Raleigh News & Observer. In May 200x, I will receive a Bachelor of Arts in History from the University of North Carolina at Chapel Hill. I believe my diversified work experience, proven record of academic ability, and extensive involvement in extracurricular activities qualify me for this position.

As my resume indicates, my career-related internship experience at Prudential Insurance required problem-solving skills and independent thinking as well as working as a team member. Prudential Insurance recovered \$42,000 annually in homeowner policy premiums as a result of my 12-week internship. This position required me to analyze homeowner policies and claims history and interact with various insurance agencies. I also had the opportunity to strengthen my communication and leadership skills.

I would very much appreciate meeting with you to discuss my qualifications for the position. I will call you within a week to hopefully schedule an interview.

Sincerely,

*Jason Doe*

Jason Doe

Enclosure

Cover Letter  
Sample 2

Box 1  
University of North Carolina at Chapel Hill  
Chapel Hill, NC 27514  
February 28, 200x

Mr. Ron Jones  
Human Resources Representative  
Hilton Hotels Corporation  
933 Civic Center Drive  
Beverly Hills, CA 90210

Dear Mr. Jones:

Last winter I had the opportunity to speak with Ms. Tricia Banick from your Marketing Department. Ms. Banick suggested I contact you regarding my interest in working at one of the resorts or overseas properties owned by Hilton Hotels Corporation.

From my attached resume you will note that I have direct experience in the fields of restaurant management and public relations in both the United States and Brazil. My educational background, which includes proficiency in Spanish and French, coupled with my extracurricular activities, has strengthened my skills in the areas of supervising, organizing, and planning. I am looking for a challenging and rewarding career in the hospitality industry and trust that my qualifications are what you are looking for.

I would like to discuss my qualifications at your convenience and will call you within the next two weeks to follow-up. Thank you for your consideration.

Sincerely,

*Jane Doe*

Jane Doe

Enclosures: 2