

COVER LETTERS

The cover letter introduces you to an employer, provides an opportunity to state your objective, and supplements and clarifies your resume. You can tailor your cover letter to each employer by focusing on your interest in that particular firm and why your specific set of skills and background will benefit them. A good cover letter is focused on the needs of the employer. Cover letters should be clear and concise. Here are some tips for writing an effective letter:

- ◆ Write an individual letter to each person to whom you send a resume.
- ◆ Direct your letter to a specific person if possible.
- ◆ Follow business letter format.
- ◆ Use the same quality paper on which your resume is printed.
- ◆ Make sure your letter is accurate, precise, and error-free. Flaws in a cover letter will often be interpreted as flaws in your qualifications.

Format for Cover Letters

First Paragraph: Introduce Yourself and What You Want

- ◆ Name the specific position or type of work in which you are interested.
- ◆ Briefly state your major and degree anticipated.
- ◆ Indicate how you heard about the opening.
- ◆ If possible, convey why you are interested in the organization and anything you know about their product or service.

Middle paragraph(s): Why You Are a Good Candidate and What can you do for the Employer

- ◆ In one or two paragraphs, describe highlights from your background that would be of greatest interest to the organization. Explain how your academic background, work history, and other skills and abilities qualify you for the job. Why should the employer hire you?
- ◆ Point out specific achievements or unique qualifications.
- ◆ Mention specific knowledge you may have (i.e., computer applications, foreign languages, lab techniques, writing/editing capabilities, etc).
- ◆ If possible, demonstrate your knowledge of the industry/field.
- ◆ Market yourself; convey enthusiasm.

Third Paragraph: Call to Action

- ◆ Thank employer for consideration and repeat your interest in the position/company.
- ◆ Express your willingness to provide additional information.
- ◆ Indicate your desire for a personal interview.
- ◆ Be pro-active; specify when you will be contacting them by phone.

Basic Cover Letter Template: Full Block Format

Your Name
Street Address
City, State, and Zip Code
Phone Numbers (*Specify: Home, Work Cell*)
E-mail

Today's Date

Addressee's Name (If known)
Addressee's Title
Company Name
Company Mailing Address
City, State, Zip Code

RE: Specify position being applied for with reference number if applicable

Dear Mr. (or Ms.) Last Name (or use title, such as, Dear Hiring Manager, if name is not known),

First Paragraph (Introduction)--state the position you are applying for, how you learned about the opening, and mention the name of anyone who referred you. If recently graduated or soon to graduate mention this and your degree.

Second Paragraph (Body)--Emphasize your qualifications for the position. Discuss your unique accomplishments and experience as they relate to the requirements of the job. For example, you can expand on particular accomplishments mentioned in the resume, or give a brief summary of your experience and education in key areas, such as, teamwork, organization, meeting deadlines, communication skills, technical skills, leadership, initiative. Qualifications could be discussed in paragraph, column or bullet form (see examples).

Whenever possible, demonstrate your knowledge of the company by mentioning recent news and information you have learned about it through research. (*could be expanded into an additional Paragraph*)

Third Paragraph (Closing)--Restate your interest in the position and in meeting with the employer to discuss the position further. Whenever possible state you will contact the employer for a meeting (or if it is not possible to initiate contact, state that you look forward to hearing from the employer).

Sincerely Yours,

Your Signature

Your First and Last Name (Typed)

Enclosure: Resume

Posted Position/Entry Level—Full Block Format—Paragraph Style

Margery Manning

1400 Ripley Drive
San Francisco, CA 94222
415-222-3333 (Home) 415-570-4444 (Cell)
mmanning@outpost.net

January 11, 2004

Ms. Paricia Roundhall
Manager, Regional Operations
Maxwell House Network Systems
24 Evergreen Drive
South San Francisco, CA 92242

RE: Operations Analyst (Ref. No. 224567)

Dear Ms. Roundhall,

In May, 2002, I will be graduating from Dominican University of California with an MBA in Global Strategic Management. I was very excited to learn of your opening for an Operations Analyst through Craig's List and am enclosing my resume in application for the position.

Your description of the Operations Analyst position looks like an excellent match for my qualifications. I consider my organization skills to be a major strength. Attending school full-time while maintaining a part-time job has helped me become an expert in scheduling, time management, prioritization, and efficiency. My written and oral communication skills are also well developed. I have received praise from my professors and internship supervisor for the excellence of my written research and project reports and I have honed my oral communication skills by making numerous class presentations. In addition, my job as Student Assistant in the in the Division of Business Office has been invaluable in helping me to refine my communication skills, since it requires that I communicate daily with students and staff to clarify requests, provide information, and resolve problems in a professional manner. Dominican's emphasis on team projects has also given me many opportunities to develop teamwork skills.

The September 30, 2001 issue of Business Week mentioned that Maxwell House Network Systems is the "company to watch" in the field of computer networking, citing its record of success and future plans for innovative projects. I would welcome the opportunity to contribute my own energy and expertise, as an Operations Analyst, to ensure its sustained and continued success.

I will call you next week to see about the possibility of arranging a personal meeting to discuss the position and my qualifications. Thank you for your time and consideration.

Sincerely Yours,

Margery Manning

Margery Manning

Enclosure: Resume

Posted Position/Entry Level: Modified Block Format—Bullet Style

Margery Manning
1400 Ripley Drive
San Francisco, CA 94222
415-222-3333 (Home) 415-570-4444 (Cell)
mmanning@outpost.net

January 11, 2004

Ms. Patricia Roundhall
Manager, Regional Operations
Maxwell House Network Systems
24 Evergreen Drive
South San Francisco, CA 92242

RE: Operations Analyst (Ref. No. 224567)

Dear Ms. Roundhall,

In May, 2002, I will be graduating from Dominican University of California with an MBA in Global Strategic Management. I was very excited to learn of your opening for an Operations Analyst through Craig's List and am enclosing my resume in application for the position.

Your description of the Operations Analyst position looks like an excellent match for my qualifications. I offer:

- **Strong Organization Skills** - Attending school full-time while maintaining a part-time job has helped me become an expert in scheduling, time management, prioritization and efficiency.
- **Excellent Written and Oral Communication Skills** - I have received praise from my professors and internship supervisor for the excellence of my research and project reports. I have honed my oral communication skills by making numerous class presentations. In addition, my job as Student Assistant in the Division of Business has been invaluable in helping me to refine my communication skills, since it requires that I communicate daily with students and staff to clarify requests, provide information, and resolve problems in a professional manner.
- **Teamwork Experience** – Dominican's emphasis on team projects has also given me many opportunities to develop teamwork skills.
- **Knowledge of Operations and Logistics** - Excellent coursework at Dominican and my prior internship have given me a strong knowledge base.

The September 30, 2001 issue of Business Week mentioned that Maxwell House Network Systems is the "company to watch" in the field of computer networking, citing its record of success and future plans for innovative projects. I would welcome the opportunity to contribute my own energy and expertise, as an Operations Analyst, to ensure its sustained and continued success.

I will call you next week to see about the possibility of arranging a personal meeting to discuss the position and my qualifications. Thank you for your time and consideration.

Sincerely Yours,
Margery Manning

Margery Manning

Enclosure: Resume

Posted Position/Entry Level: Modified Block Format—Column Style

Margery Manning
1400 Ripley Drive
San Francisco, CA 94222
415-222-3333 (Home) 415-570-4444 (Cell)
mmanning@outpost.net

January 11, 2004

Ms. Patricia Roundhall
Manager, Regional Operations
Maxwell House Network Systems
24 Evergreen Drive
South San Francisco, CA 92242

RE: Operations Analyst (Ref. No. 224567)

Dear Ms. Roundhall,

In May, 2002, I will be graduating from Dominican University of California with an MBA in Global Strategic Management. I was very excited to learn of your opening for an Operations Analyst through Craig's List and am enclosing my resume in application for the position.

Your description of the Operations Analyst position looks like an excellent match for my qualifications. I offer:

Position Requirements

My Qualifications

Organization Skills

Attending school full-time while maintaining a part-time job has helped me become an expert in scheduling, time management, prioritization and efficiency.

**Written and Oral
Communication Skills**

I have received praise from my professors and internship supervisor for the excellence of my research and project reports. I have honed my oral communication skills by making numerous class presentations. In addition, my job as Student Assistant in the Division of Business requires that I communicate daily with students and staff to clarify requests, provide information, and resolve problems in a professional manner.

Teamwork Experience

Golden Gate's emphasis on team projects has also given me many opportunities to develop teamwork skills.

**Knowledge of Operations
and Logistics**

Excellent coursework at Dominican and my prior internship have given me a strong knowledge base.

The September 30, 2001 issue of Business Week mentioned that Maxwell House Network Systems is the "company to watch" in the field of computer networking, citing its record of success and future plans for innovative projects. I would welcome the opportunity to contribute my own energy and expertise, as an Operations Analyst, to ensure its sustained and continued success.

I will call you next week to see about the possibility of arranging a personal meeting to discuss the position and my qualifications. Thank you for your time and consideration.

Sincerely Yours,

Margery Manning

Margery Manning

Enclosure: Resume

SAMPLE COVER LETTER: Internshi

This student used the same heading as in her resume.

Meredith Nelson

50 Acacia Avenue • San Rafael, CA 94901 • 415-555-6228 • mnelson@yahoo.com

February 23, 2004

Mr. Peter Washington
Manager
Glance Winery
222 Ash Street
Sonoma, CA 95476

Make sure this information is accurate.

Notice how the letter begins by showing that the student knows something about the winery.

Dear Mr. Washington,

I recently read in the *North Bay Business Journal* that your winery is expanding the sales and marketing division. I was thrilled to read about the success of the winery and of the expansion. I am interested in interning with Glance Winery to assist in this expansion by applying my marketing knowledge and to learn more about the wine industry.

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During my current undergraduate work at Dominican University of California, I have sought opportunities to gain leadership skills on campus through my involvement in Associated Students of Dominican. I have successfully marketed campus events including the Boat Dance, which had the highest attendance this last year. I used creative strategies to promote this event, such as, placing toy boats on tables in the cafeteria with a tag line of "Come Dance the Night Away" and information on how to purchase tickets. My major, International Management with a concentration in Global Marketing, has provided me with a strong knowledge base in business and marketing. I have completed coursework in Global Organization Strategy and Marketing, Market Research Methods Data Analysis and Current Issues in Marketing. My resume will show that I also have sales experience working at Banana Republic as a sales associate.

I believe that my enthusiasm for marketing combined with my formal classroom work, employment his positive attitude would be of value to you in promoting Glance Winery. I look forward to speaking with about the possibility of me interning at Glance Winery. I can be reached at the above telephone num schedule an appointment. Thank you for your consideration.

Close the letter by summarizin g and showing

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Sincerely,



Meredith Nelson

Cover Letter Paragraph Starters/Closers

LOOKING FOR NEW OPENING SENTENCES FOR YOUR COVER LETTER? CHECK OUT THESE OPTIONS--
REMEMBER TO ADAPT THEM TO MAKE YOUR COVER LETTER INDIVIDUAL AND UNIQUE!

Opening Paragraph Starters

- ∇ I was very pleased to learn about your opening for a _____ position.
- ∇ Please accept this letter and resume as an application for the position of _____ advertised in _____.
- ∇ I would like the opportunity to put my education and experience to work for your company. Please accept the enclosed resume as an application for this exciting position.
- ∇ (*prospecting letter*) Does your company anticipate the need for an _____? As a recent graduate of Dominican University of California with a _____ Degree in _____, I am eager to apply my skills and experience in the field of _____.
- ∇ I am currently attending Dominican University and plan to complete my _____ Degree in May, 2007.

Closing Paragraph Starters

- ∇ I am eager to learn more about the position and describe my qualifications to you.
- ∇ I would be delighted to speak with you in person about this position.
- ∇ I would be very pleased to discuss the position and my qualifications further with you.
- ∇ I look forward to having the opportunity to meet with you to discuss the position and my qualifications.
- ∇ I would appreciate the opportunity to meet with you personally to discuss your needs and how I could contribute to your company's success.
- ∇ Thank you for taking the time to review my resume.
- ∇ I'll call you next week to see about the possibility of arranging an interview (meeting).
- ∇ I will call you next week to see when your schedule might permit a meeting (interview).
- ∇ I look forward to your reply.
- ∇ I look forward to hearing from you so that we can arrange a meeting.