Date

Employer Name
Name of Company
Employer Address

Dear Mr/Mrs/Ms, (OR Dear Hiring Manager,)

Grab your reader’s attention! You need to share something immediately that relates to this specific company...why are you a good fit? You need to convey that you can help in their mission and to fulfill their needs. If you know anyone within the company, you can list here. (You can share if person notified you of position or had positive comment concerning the company). If you are inquiring about a possible job opening, then specify the type of job that you are seeking.

Explain why you are interested in the prospective job, company, and its services. Why are you passionate about this as a career? Remember, this isn’t about what you can gain but what you can offer. (DON’T tell the employer that you want to “start out” at the company as this reads that you will be leaving as soon as you’re trained). This letter will require you to research the company and position. Describe which character traits make you an ideal candidate for this specific job and how you will benefit the company. Be specific. DON’T just list skills without sharing HOW you have each skill. Point out your academic background, specific achievements, or work experience that is applicable to your potential job. Even if you haven’t had related work experience, or if the only relevant experience is from your education thus far, include examples of your energy, initiative, and eagerness to work with and benefit the company as well as any transferrable skills. Try NOT to simply restate the same information that is in your resume. Your goal is to “sell” your best qualities in order to “lure” the reader to review your resume. If your cover letter is poorly written, your resume will not be read.

The closing paragraph provides the opportunity to be very gracious and thankful for the reader’s attention. You may indicate you are enclosing a copy of your resume. Be sure to express an interest in a follow-up meeting or interview.

Sincerely,

CHECKLIST:

_____ 1. Write a targeted, specific cover letter for each employer and position.
_____ 2. Include all contact information: Name, Address, Phone, Email.
_____ 3. Make sure Heading is the same as the Resume and Reference Page.
_____ 4. Be intentional and find out the name of the hiring manager for salutation.
_____ 5. Use personal pronouns; however, don’t use “I” at the beginning of each sentence.
_____ 6. Make sure the opening grabs the reader. Share your passion!
_____ 7. Demonstrate to the employer how your skills and experiences will be beneficial.
_____ 8. Express the commonality or your connection with the company.
_____ 9. Keep points concise. Each idea should express your ability to contribute.
_____ 10. Thank the employer for his/her consideration. Make sure to give time for follow-up.