

COVER LETTERS

Page 1



At A Glance

- Give employers a story that highlights your qualifications
- Don't just repeat what's in your resume
- Organize your cover letter using the examples below

Dear Mr./Ms. (Recruiter's LAST Name)

Avoid addressing your letter "To Whom it May Concern." Instead, write "Dear Mr./Ms. (contact's last name)." If you can't find a specific name, use "Dear Hiring Manager" or "Dear HR Department."

Intro Paragraph

To catch attention, start with a hook: a sentence that makes a specific claim as to what benefit(s) you could add to the company and its ideals. Be persuasive, personal, and appreciative. Provide evidence of your fit for this particular job. You could draw connections between yourself and the company or the people who work there. Specific claims about the value you will bring demonstrates why you want to work for *this* company specifically, and not just any company.

Body Paragraph(s)

Identify your 1-2 strongest relevant qualifications and explain anything you've done to familiarize yourself with the company. Elaborate on applicable work, education, or service accomplishments. Use data or numbers where possible. Consider the employer's point of view and be as specific as possible about why they should hire you and why these qualifications would be beneficial to them and their mission.

Closing Paragraph

Restate your interest in the company or position and express gratitude for consideration.

Signature Block

If you are printing your cover letter, a hand-written signature is a nice touch. If you choose to hand-sign your letter, be sure to leave enough space between "Sincerely," and your typed name. If you're emailing a letter, scan a copy of your signature to put in the cover letter.

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Page 2

**HEADER THAT MATCHES
HEADER ON RESUME**

YOUR NAME

555-123-4567
your-email@gmail.com

**PERSONALIZED
GREETING**

Date
Company Address
Dear Mr. Johnson,

**START WITH A HOOK,
PROVIDE EVIDENCE OF
YOUR FIT FOR THIS
PARTICULAR JOB**

As a marketing major, I am interested in helping Clearlink as the Content Editor by driving more consumers to websites and increasing the success of online marketing. Dr. William Downing at Brigham Young University recommended I apply. Based on the qualifications you have listed and my previous experience, I feel I could add significant value in your marketing department specifically working with SEO.

**IDENTIFY YOUR 1-2
STRONGEST
QUALIFICATIONS, BE
SPECIFIC**

Last summer, I fine-tuned my SEO skills while working with the online marketing of a local start-up company. During my time with the organization, we had a 200% increase in web hits, which led to an increase of 80% sales. I have worked with many search engines and websites, including Apache and Flax and am confident that I will quickly learn how to efficiently gain more online exposure for Clearlink. My verbal and written skills are equally excellent, which I understand are essential for this type of position.

**ASK FOR ACTION,
REINSTATE INTEREST IN
THE COMPANY**

Thank you for your time and thoughtful consideration. I hope to be selected for an interview for this position so I might share in person my enthusiasm about your company and the ways in which I feel I can contribute to your continued success. If you have any questions before then, please feel free to contact me by phone or email. I look forward to meeting you.

SIGNATURE BLOCK

Sincerely,
(Handwritten signature)
Marie Peterson
Enclosure/Attachment