

A cover letter is a great tool to help you demonstrate your interest in and your fit at a company or position. Use it to tell your story and to make your application stand out.

Cover Letters

USE SAME LETTERHEAD AS RESUME

555-555-5555 youremail@gmail.com Your Address, City, State, ZIP code

Date

Contact's Name
Contact's Organization
Contact's Address
City, State, and ZIP Code

Avoid addressing your letter "To Whom it May Concern." If you cannot find a specific name, "Hiring Manager" or "HR Department" would work.

Dear Contact's Name: -----

FIRST PARAGRAPH: To create a positive impact you need to be persuasive, personal, and appreciative, as well as provide evidence of your fit for this particular job. Begin by drawing connections between you and the company or the people who work there. Specific claims about the value you will add to this organization can show why you want to work for this company, not just any company.

BODY PARAGRAPH(S): Identify your strongest qualifications as they relate to the specific job. Elaborate on applicable work, education or service accomplishments. Include skills and results oriented success statements—using data or numbers where possible. Think from an employer's point of view, and be as specific as possible about why they should hire you. Talk about what you can do for the company, not what the company can do for you.

CLOSING PARAGRAPH: Refer the reader to qualifications on your tailored resume. Ask for action, suggesting when you are available. You might also consider requesting an interview and telling the employer when you will follow up to arrange it. A positive request is harder to ignore than a vague hope. But, be respectful of their busy schedules so you do not come across as demanding.

Sincerely,

Your Signature Here --

If printing your cover letter, a hand-written signature is a nice touch.

Type Your Name Here
Enclosure -----

"Enclosure" if mailed or hand delivered with an insert and "Attachment" if emailed.

MARIE PETERSON

801-555-4242 marie_peterson@gmail.com 1234 Maple Drive, Provo, UT 84604

December 12, 2012

David C. Johnson
Clearlink
5202 W. Douglas
Salt Lake City, UT 84116

Dear Mr. Johnson:

As a marketing major, I am interested in helping Clearlink 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.

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% in 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 dependable, which I understand is essential for this type of position.

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 questions before then please feel free to contact me by phone or email. I look forward to meeting you.

Sincerely,

Marie Peterson

Marie Peterson
Enclosure