

# Job Search Tools: Cover Letter

## The Cover Letter

When you submit your resume to an employer, also include a cover letter detailing your interest in the position. The cover letter allows you to expand on details from your resume, explaining

how your unique academic and professional history makes you the best candidate for the job.

Many job seekers do not take the time to craft a well-written cover letter. However, the letter

can pique employers' curiosity and motivate them to focus more carefully on your resume. The cover letter is an excellent way to present a professional, polished impression to employers.

## Creating Your Cover Letter

- Include a cover letter each time you send a resume, unless otherwise stated. The letter should always be the first page of your materials so that it introduces you to the employer
- Tailor the cover letter to the position for which you are applying
- Use the same font, style and paper as the resume
- Use a standard business letter format
- Address the letter to a specific individual. Contact the company and ask to whom you should address the materials. If unable to determine how to address the letter, use 'Dear Hiring Manager' or 'Human Resources Manager'
- Keep your letter brief, three to four short paragraphs
- Review your letter carefully, checking for spelling, grammar or typographical errors

## Cover Letter Content

### First paragraph

Identify the position for which you are applying. State how you learned of the position and why you are interested.

### Middle paragraph/s

Discuss how/why you are qualified for the position. Using the job description, explain how your skills and experiences make you the best candidate.

Highlight accomplishments, positive characteristics, or past experiences that illustrate how you can benefit the organization.

### Closing paragraph

Reiterate your interest in the position, thank the employer and request an interview.

Include your phone number and offer to provide additional information. Indicate when you will follow up with the employer.

Use a professional closing, such as 'Sincerely'. Sign each letter in blue or black ink.

Susan Brown  
5487 Main Street North  
Montgomery, AL 01234  
(251) 555-1212

Date

Jack Sawyer, Vice President  
Vitality Consulting  
P.O. Box 19857  
Mobile, AL 12345

Dear Mr. Sawyer:

I am writing in response to your advertisement on LinkedIn for a Digital Design Specialist. In researching Vitality Consulting, I discovered that you recently received an award of excellence from the Mobile Business Association. I am excited about the opportunity to bring my skills and abilities to such a reputable company.

Through my education and work experience, I have acquired skills necessary for this position. My degree in Communication has given me a strong understanding of public relations. Additionally, my involvement in campus organizations, combined with my significant public speaking experience and four years of graphic design, has enabled me to develop leadership skills. This background makes me an excellent choice for Vitality Consulting.

I am excited about the opportunity to meet with you to discuss the Digital Design Specialist position. I will call you on [DATE, one week after interview] to schedule an appointment if you would like to discuss my qualifications for the position. If you need additional information earlier, please feel free to contact me at (251) 555-1212.

Thank you,

*SIGNATURE*

Susan Brown