

COVER LETTERS

Cover Letters

A cover letter is usually included with the résumé you submit for a job. Your cover letter is viewed as a formal writing sample that allows you to **demonstrate how you “fit” within the organization** as well as **your knowledge of the company**.

While many employers will often use the cover letter to judge whether you are an effective communicator, pay attention to detail, and possess sufficient writing skills, they also **want you to grab their attention and motivate them to keep reading**.

Like your résumé, a cover letter should use **keywords** and be **customized to each company and position you are pursuing**. It should convey that you have researched the company to which you are sending it, and it should be proofread multiple times by yourself and others so that there are no spelling or grammatical errors.

FORMAT OF A COVER LETTER

The cover letter can be viewed in 5 parts:

- **The Greeting:** Find the name of the correct person to whom you are sending the letter. Check the job posting, comb the internet, even call the company directly to get a name. Example: “Dear Mr. West,” or “Dear Ms. Hadley-Jones,”.
- **The Intro (the “Hook”):** You have to grab them in the first sentence or two when introducing yourself. Creativity can count, but you **must** be professional as well. Define who you are and your interests in the position and organization.
- **Paragraph 2 (the “Fit”):** This is where you demonstrate, with a specific example, what you have to offer the company. How will you make a difference in the job? What makes you different from the other candidates? When did you get results in the past?
- **Paragraph 3 (“In the Know”):** This is where you demonstrate a genuine depth of knowledge about the company. In knowing some of their initiatives, what problems they are trying to solve, or what new products or approach the organization is considering, you can directly answer: Where will **YOU** make a difference?
- **The Closing:** Reiterate your enthusiasm and what you have to offer. Take a proactive approach and let them know when you intend to follow up with them.

123 S. Main Street
Apt. 2
Wilkes-Barre, PA 18702
570-555-9999

March 1, 2012

Ms. Pamela J. Rogers, Founder & Publisher
Northeast PA Family Magazine
P.O. Box 2095
Kingston, PA 18704

Dear Ms. Rogers,

With demonstrated skills in editing grammatical, punctuation, and composition errors, I would like to be considered for the summer editing/proofreading internship with NEPA Family Magazine. As a junior Professional Writing major at King's College, I would bring the following qualifications to your organization:

- Experience with eMediaAdmin, Adobe Pagemaker, and Microsoft Publisher through independent editing projects and previous magazine work at Happenings Magazine.
- Ability to edit literary pieces and provide language suggestions that are creative and concise as Editor of the King's College on-campus literary magazine, The Scop.
- Aptitude in compiling and presenting accurate facts and figures via internet research, phone and in-person interviews, and meetings with supervisors. Developed through previous internship at Happenings Magazine.

Growing up in Forty-Fort, many families, including my own, benefitted from the NEPA Family Magazine because of its commitment to providing accurate information on family and community resources. I would like to contribute to the reputation of the magazine as well as assist with the further development of the website by ensuring that articles and copy are error-free.

I would appreciate the opportunity to meet with you to discuss the details of the internship and will contact you within a week to follow up. Thank you for your consideration.

Sincerely,

Emily Taylor

Enclosure

marisabenson@kings.edu
(570) 555-0101

August 1, 2012

Ms. Ann Marie Supinski
Hiring Manager
The Limited
3 Limited Parkway
Columbus, OH 43230

Dear Ms. Supinski:

If The Limited needs Store Managers who are passionate about design and fashion and will thrive in a fast-paced, challenging environment, then please consider me a prime candidate. As an intern at the Wilkes-Barre store, my focus has been on learning the daily responsibilities and tasks of Store Managers. I believe that my skills of managing and communication will be an asset to the company.

In supervising a team of 23 associates, a key responsibility was teaching them professional communication techniques to use with customers in order to achieve our sales plan. For example, after observing an associate struggle to communicate with a customer, I stepped in to assist in making the sale. Afterwards, we worked together so I could show her better ways to handle customer inquiries. In meeting with her individually, she was receptive to the direction and, in utilizing the techniques we discussed, she ultimately saw her own input into the sales figures increase by 15% during the next month. By maximizing both customer satisfaction and associate potential, I strive to continually contribute to The Limited's bottom line.

As an emerging professional, my current marketing knowledge as well as a modern perspective can contribute to the initiatives of your fashion-forward company.

Thank you very much for your time and consideration. I look forward to speaking with you further about how I can help The Limited achieve its business goals. I will contact you within the next week to discuss my credentials further.

Sincerely,

Marisa Benson

Enclosure

AMY CARSON

123 Birch Road, New Milford, PA 18834 | 570-555-0123 | amycarson@kings.edu

May 1, 2012

Ms. Roxanne Schell
Human Resources Department
Lockheed Martin
Archbald, PA 18403

Dear Ms. Schell:

It was a pleasure to meet you at the Professional Development Seminar that you hosted on campus at King's College on Monday. Per our conversation, I am submitting my resume to you to be considered for a Financial Analyst internship at Lockheed Martin. After learning of the requirements for the internship, I am confident that I have the qualities to succeed.

As a Bank Teller with Peoples Neighborhood Bank, serving the customers and providing an excellent service experience is part of my daily goals of "doing what's right" each day. In focusing on handling financial transactions efficiently and accurately while connecting in a friendly way with our customers, I actively promote the professional reputation we have established in our community to build trust and respect between the bank and its members.

As a Financial Analyst intern, I would strive to assist Lockheed Martin with maintaining accurate financial statements and preparing detailed materials to execute financial transactions and develop new client business.

I would appreciate the opportunity to meet with you and discuss a potential internship at Lockheed Martin. I will plan to contact you within 5-7 business days.

Thank you for your time and consideration.

Sincerely,

Amy Carson

Enclosure