

Cover Letters

There are Two Types of Cover Letters

Solicited—Employer Actively Recruiting

Broadcast—Investigating Opportunities, Research, Networking, Referrals, Employer Events

Cover Letter Content

Introduces yourself and the reason for writing, Sells Yourself - What do you have to offer?; Illustrates what research you have done on the company.

1st Paragraph

Name the specific job applying to. State how you learned about the opening, where and when.

If you were referred by someone, mention them by name.

2nd Paragraph

- Document qualifications sought by employer and use examples (but not stories).
- Use employer's words whenever possible.
- Articulate why you are qualified for this position.
- Detail how you can help the employer achieve organizational goals.
- Focus on what you can do for them rather than why you want the position.

3rd Paragraph

• Indicate what you know about the company: Mission statement, corporate goals, opportunities, strengths, industry reputation, products or services, management style

• Last Paragraph

- Indicate your willingness and interest to attend an interview
- If requested, state salary expectations
- Sign letter

What Employers Say About Cover Letters:

- Communicate your thoughts clearly and error-free
- Make sure the résumé substantiates your claims of education & experience
- Qualify your skills with examples
- What do you know about my company?
- Show me a class act
- Show me originality

A Quick Note about *Thank You Notes*

Thank everyone who: Gave you an information interview, provided you with job leads, acted as your reference and interviewed you for a job.