

# Creating a Cover Letter



THE POINT OF A COVER LETTER IS TO INTRODUCE YOURSELF, SHOW INTEREST, ENTHUSIASM, AND WRITE ONE SO FANTASTIC THAT IT SCREAMS "READ MY RESUME!"

## GREETING/INTRODUCTION

Tip: Your whole cover letter should be 3-4 paragraphs

1) Use the correct business format with date and addresses at the top

- Research the Hiring Manager's name on LinkedIn or their website and address them directly. This shows initiative and attention to detail.



2) Use a Formal Salutation

- If you cannot find the manager's name, **AVOID** generic greetings like "**Dear Sir/ Madam**". Instead use:

*"Dear Hiring Manager"*

*"Dear Hiring Committee"*

*"To Whom It May Concern"*

## FIRST PARAGRAPH

1) List the position you are applying for & company name

Also, if possible, mention a mutual contact or how you have met someone/know someone within the company

Ex: *"I am writing to express my interest in the **entry-level Marketing Assistant position at XYZ Company.**"*

2) Introduce your qualifications up front & jump right into your results

Ex: *As a recent graduate in Business Administration, I bring **strong organizational and communication skills**, showcased through **successful coordination of tasks** during my internship...*

3) Why this field/industry?

Ex: *I am passionate about nursing **because...***

## FIRST PARAGRAPH CONT.

4) Highlight something about this company. Why are you applying to this company in particular?

Alternatively, you may describe how **your values & professional endeavors** align with the **company's visions & goals**. This may require some research.

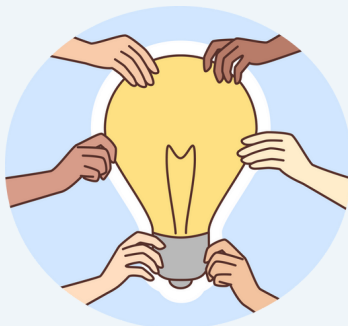
A company's mission statement is always a good place to start.

*Ex: I am enthusiastic about joining XYZ Company because it has consistently demonstrated **a commitment to innovation and sustainability** in the tech industry; or My professional achievements align with the company's focus on **pushing technological boundaries**.*

## FIRST PARAGRAPH EXAMPLE

*"I am writing to express my interest in the **[Job Title]** position at **[Company Name]**. Through my research, I was excited to discover **[specific detail about the company, e.g., its commitment to innovation and creativity]**.*

***[Qualifications]** With my undergraduate studies in Sociology and a background in customer service, I am particularly drawn to this opportunity because of my passion for **[the industry or field]**, especially **[provide a brief reason, e.g., the impact of healthcare on people's lives]**"*



## SECOND & THIRD PARAGRAPH

1. How specifically does your education, work experience, leadership and background match the qualifications they are seeking? You are giving more detail behind your resume.
2. Highlight your skills, relevant qualifications and results
  - Sell your value, what you can offer to make their company better.
  - If you have any leadership experience share them here.
3. Target what they need or want & make it clear how you can fill that need or fulfill their desired outcome.
4. Connect your education, even if it's limited, to the job requirements.
5. This is where you provide more details about your resume.

## SECOND PARAGRAPH EXAMPLE

Second Paragraph:

*"As a second-year undergraduate student majoring in Sociology, I am eager to **leverage my academic knowledge** and **hands-on experience** to contribute to your team. **Through my coursework**, I have delved into various sociological concepts, such as **community dynamics and interpersonal relationships**. In my recent internship at a local community center, **I took on a leadership role in coordinating outreach programs**. In this internship **I organized a neighborhood outreach event**. Recognizing the importance of inclusivity, I proactively engaged with residents of **different cultural backgrounds**, ensuring their perspectives were considered in the event planning **resulting in an event with over 200 participants.**"*



## THIRD PARAGRAPH EXAMPLE

Third Paragraph:

*"**What sets me apart** is not only my academic and professional background but also **my commitment to continuous improvement and adaptability**. I am proficient in leveraging data to drive decision-making and have **successfully implemented customer feedback systems** that positively impacted service delivery. My proactive approach to problem-solving, coupled with my ability to collaborate seamlessly within a team, positions me as a candidate **who can contribute to the growth and success of your company**. I am excited about the opportunity to bring my unique blend of sociological insights and customer-centric skills to a dynamic role within your organization, and I am confident in my ability to make significant contributions from day one."*

## FINAL PARAGRAPH

1) Give a quick summary by restating your interest, confidence and enthusiasm in the position and company

2) Thank the employer for considering your application and taking the time to read your letter

3) Also, include where they can contact you to follow-up (Phone and/or Email)

## FINAL PARAGRAPH EXAMPLE

"In closing, I am eager to express my strong interest in the **[Position]** at **[Company]**. My enthusiasm for **[specific aspect of the role]** and confidence in contributing to your team's success make me a dedicated candidate. I am convinced that my skills in **[mention a key skill or experience]** align seamlessly with the needs of the position.

Thank you for considering my application. I look forward to the opportunity for further discussion and can be reached at **[Your Phone Number]** or **[Your Email Address]**."

Sincerely,  
**[Your Full Name]**



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· C O L L E G E ·