



COVER LETTER WORKSHEET

Not all applications require a cover letter...there are many who think the need for cover letters ended with the universal availability of email. But, some companies still request cover letters. If you are asked to submit a cover letter, follow the advice offered on this worksheet to produce one that serves as an able companion to your resume.

Appearance



Format your Cover Letter to look like a companion document to your Resume (fonts, margins, header, color, etc.)

Salutation

Dear Mr. Smith,

Address your Cover Letter using proper titles (Mr., Mrs., Ms., Dr., etc.)—this may require you to do some research

Tailor

Plan on tailoring your Cover Letter for each job



Formatting

Thomas Smith
100 Main Street
Boston, MA 02108
Tel: 617-555-1234
thomas.smith@sterling.edu

June 15, 2008

Mr. J. P. Johnson, Vice President
ABC Corporation
100 Corporate Ave.
Boston, MA 02108

Dear Mr. Johnson:

I have read your advertisement for a new position and am excited to apply for it. I have the specific skills and experience you are looking for. I have a B.S. in Business Administration from Sterling College and a M.S. in Business Administration from Boston University. I have worked for ABC Corporation for the last three years and have been responsible for the sales and marketing of your products. I have a proven track record of increasing sales and revenue. I am confident that I can bring the same level of success to your company. I have attached my resume for your review. I would be happy to discuss my qualifications and experience in more detail. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,
Thomas Smith

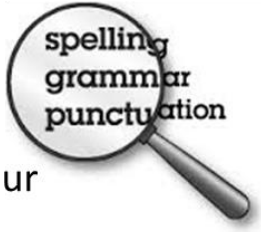
Format your Cover Letter as a business letter

Length

<1 Make sure your Cover Letter is less than 1 page

Proof-Read

Make sure there are no errors—consider having someone else look at your Cover Letter



COVER LETTER WORKSHEET

1. Grab Attention & State the Position You're Applying for.

- Capture the attention of the reader (remember, they are likely reading through many cover letters).
- Be clear about the position you are applying for.
- If you have a connection with the company or the person you're sending the letter to (could be a friend, professor, SC alumnus, etc.), make sure to highlight that fact.
- Convey enthusiasm and passion for the position or company.
- Introduce the specific reasons you are ideal for this position in this company.

Example: "I was pleased to find your New Business Development position on LinkedIn. The Warrior Company's values of Innovation, Passion, and Integrity are principles I respect and live by. I will be returning to the San Francisco area after graduation in May with a degree in Business Administration and would be proud to contribute to Warrior's continued success."

Your Street Address
City, State Zip Code
Telephone Number
Email Address

Month Day, Year

Mr./Ms./Dr. FirstName LastName
Title
Name of Organization
Street Address
City, State Zip Code

Dear Mr./Ms./Dr. LastName:

Sincerely,

(Your handwritten signature)

Your Name typed

Enclosure

2. Address the Content of the Position & Highlight Your Qualifications.

- Provide details that present you as a serious candidate worthy of an interview.
- Use words/phrases from the job posting or description to give confidence to the reader that you will succeed in the position.
- Don't just tell the reader you have a specific skill, highlight your successes and measurable results.
- Emphasize your unique qualifications that will benefit the company.
- Consider using bullets or building a table to pair your qualifications with the needs of the position.

Job Qualifications and Responsibilities	My strengths and experiences
<ul style="list-style-type: none"> • Support the mission of Sterling College 	Parent of 2 graduates, frequent visitor on campus, volunteer on Parents' Council
<ul style="list-style-type: none"> • Exceptional interpersonal, verbal and written communication skills • Exceptional presentation skills • Provide assistance through workshops, course instruction 	Confident communicator, accomplished presenter, highly-rated teacher/trainer, published author
<ul style="list-style-type: none"> • Understanding of career development, job search strategies, ... employer relations • Experience and competence working with persons from diverse backgrounds 	Actively engaged in the career development of over 100 employees, including many interns, documenting career goals, performance, and development needs
<ul style="list-style-type: none"> • Strong administrative skills, including vision casting, ... people management • Experience in the corporate world • Comfortable with business community 	More than 20 years as a successful leader and project manager; company representative to customers, suppliers, regulatory agencies, universities, and job fairs
<ul style="list-style-type: none"> • Administer and interpret various assessments 	Used MBTI results to improve teamwork and communication; Led training sessions built around the DISC assessment; consulted in the application of insights gained

3. Brief Summary of Interest, Offer Thanks, & Call for Action.

- Thank the reader for considering your qualifications.
- Express your strong interest in the position and your desire to discuss your application further in an interview.
- Offer a brief summary of your key points.
- Ask for an interview.
- As appropriate, tell them when you are available for an interview or say when you will call them.

Example: "Thank you for reviewing my application. I would very much like to meet with you to discuss my education, skills, experience, and qualifications for the position of [position title]. I will contact you next week to follow-up on any questions you may have. In the meantime, you can reach me at [email address] or [phone number]. I look forward to speaking with you soon."