

### COVER LETTER TIPS & SUGGESTIONS

#### Writing a Cover Letter

A cover letter, in many ways, serves as your first impression. It is your chance to be personable and illustrate your enthusiasm for the job. It is not your résumé, but merely a complementary piece.

When writing a cover letter, remember to:

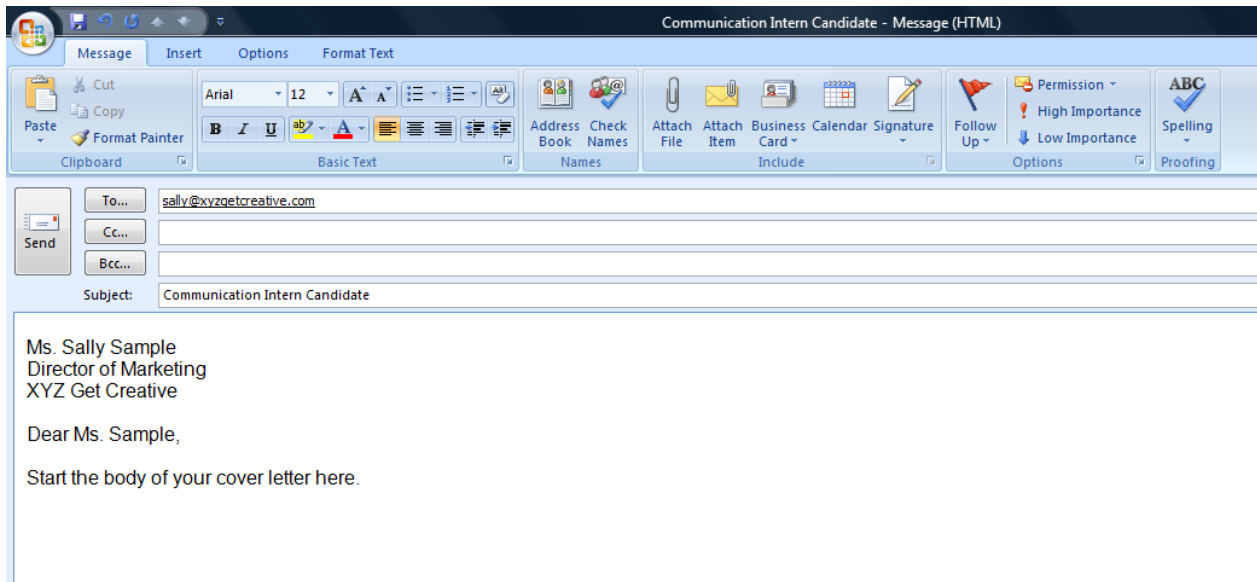
- Address your letter to a specific person. Avoid using “To Whom It May Concern.” If a specific person is not listed on the job description, you may want to try to find a staff list. If you have no luck, use “Greetings.”
- Limit the cover letter to one page and make sure it matches your branding (use the same fonts, headers, contact information, etc. on each piece).
- Utilize a professional business format. Everything should be flush left.
- Consider the focus and tone of your letter. Make it confident without sounding arrogant. Avoid needless details. Address what you can do for the company, not what the company can do for you.
- Do not say, “As you can see in my résumé,” because, yes, they can see it in your résumé.

#### Formatting your Cover Letter

##### Addressing your Cover Letter

- First type the contact name, title and company. Use Mr. or Dr. or Ms.
- Then add a salutation (Dear Ms. Sample,)
- Then start the body of your cover letter

See the example below:



### **Beginning:**

- Start creatively to get their attention
- State why you are writing the cover letter
- Provide a small amount of information about yourself (such as your major and university) to which internship you are applying
- If someone referred you, name drop

### **Middle:**

- State why you are interested in the company
- Show that you've done your research in the company
- Follow with a paragraph listing your key "selling points"/accomplishments and show how these points relate to your skills
- Engage them. Tell a story about how you accomplished something. Add a third party testimonial. For example: "My instructor said she is going to use this as an example for future classes"

### **End:**

- Close the letter
- State how your experience relates to their company
- Let them know your résumé is attached and/or link to your portfolio website
- Say thank you and express your intent to follow-up or some other action (like: "I look forward to future correspondence")
- Add a salutation including first and last name, email address, telephone number and a website address. A website is a great opportunity for future employers to view your work