

A cover letter is a sales letter that shows your prospective employer that you are interested in the available position and that you are qualified to fill the post. More specifically, it:

- Highlights how your background matches the job qualifications.
- Reveals some of your personality.
- Demonstrates your writing skills.

Address and Salutation

- Address your letter to the person who will interview you.
- Make sure you have the right name, correct spelling, and position title.

Opening

- State the reason for your letter.
- Identify the position for which you're applying.
- Indicate how you learned about the vacancy.

Example: Mr. Adam Storkel, manager of your Fleet Street branch, suggested that I submit my resume for the assistant loan officer position advertised in the Indianapolis Business Journal.

Body

- Highlight your strongest qualifications in a paragraph or two.
- Show how they can benefit the employer.
- Do not restate the points on your resume.

Wrong: As stated on my resume, I sometimes went on sales calls.

Right: Once, I went on a sales call with the president of Scholastic, and we closed a \$150,000 deal—the largest for the Ugo software product. From observing the sales manager, I learned....

- Provide evidence from previous experience or courses.

Wrong: I am an effective supervisor.

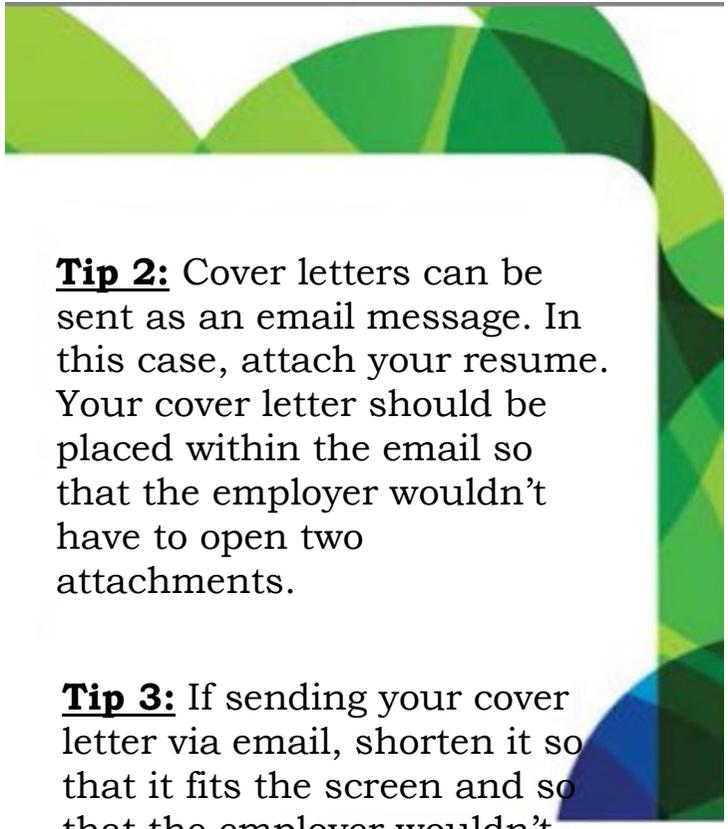
Right: Supervising a staff of five bank tellers taught me...

Closing

- Ask for an interview.
- Provide your flexible schedule and location.
- Provide your phone number and email.
- Use a standard closing, such as Sincerely.

Example: After you have reviewed my qualifications, I would appreciate your letting me know when we can meet to discuss my employment with Connecticut Power and Light. I will be in the Hartford area from December 16 through January 4 and could come to your office at any time that is convenient for you.

Tip 1: Cover letters for entry-level jobs are one page long.



Tip 2: Cover letters can be sent as an email message. In this case, attach your resume. Your cover letter should be placed within the email so that the employer wouldn't have to open two attachments.

Tip 3: If sending your cover letter via email, shorten it so that it fits the screen and so that the employer wouldn't need to scroll down.

Tip 4: Be confident but not arrogant. Avoid starting too many sentences with I.



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Cover Letter