



The Cover Letter

Introduce yourself.
Describe what makes you
the perfect fit for this job.

Cover Letter



What's expected in a cover letter?

- One page. 1 side only. 10-12 font size. Helvetica, Arial, or Times New Roman.
- 3-5 paragraphs.
- Action verbs and Specific examples. Show tasks & results.
- **Answer these 3 questions promptly...**
 - Who are you?**
 - What do you want?**
 - Why do you think you are qualified?**
- Cover letters are putting your skills into context and explaining why you believe you are a good fit for the position. They create an impression, a first opportunity to sell yourself, and separate yourself from the competition during the application process.
- Tailor your cover letter to each unique position that you're applying for. It is an opportunity to frame your cover letter and tell them why you are sending them your resume—it may seem obvious but don't assume they know.
- Cover letters should be inviting to the eye, business tone but engaging. They should be straight to the point by stating why you are writing, which position you're interested in, and what makes you the best.

(source: college central network)





Cover Letter

Formatting checklist:

- YES Your contact information: name, address, phone number & email address
- YES Employer, Recruiter, or other point of contact name, title, and address.
- YES The date that you are submitting cover letter.
- YES One page in length. 1 inch margins. 10-12 point font.
- YES 3 to 4 paragraphs, with signature area after final paragraph, and "enclosure" to indicate that a resume is also attached.

Content checklist:

- YES Position that you are applying for & how you learned about position.
- YES State your skills and experience to match the position.
- YES Explain why you are interested and why you are good match for the position requirements.
- YES Mention specific qualifications listed in the job posting and how your experience relates to those qualifications.
- YES Provide specific examples that demonstrates your abilities.
- YES Use final paragraph to state why you want to work for the company. Thank reader for their consideration.
- YES Letter is free of misspellings and punctuation and grammatical errors.
- YES All verb tenses are correct (present tense vs. past tense).

(source: college central network)

Cover Letter



Cover Letter mistakes to avoid checklist:

- NO ___ Including high school information (as a college Junior or Senior).
- NO ___ Including a photograph of yourself in the cover letter.
- NO ___ Restating your entire resume in the cover letter.
- NO ___ Misspellings or grammar mistakes.
- NO ___ Listing contact information that does not match your resume.
- NO ___ Including information that is not true or factual.
- NO ___ VAGUE PHRASES like "To Whom it May Concern," — Talk to specific person or team of people.
- NO ___ Mentioning other job applications.
- NO ___ Submitting a cover letter to employer without a resume.
- NO ___ Not explaining which job or internship you are applying for and/or how you heard about the opportunity.

(source: college central network)



Sample of Cover Letter

This is your opportunity to frame your resume & tell employers why you are sending your resume — **it may seem obvious but don't assume they know what you want.**

Cover letters should be inviting to the eye. Get straight to the point by stating why you are writing, which position you're interested in, and what makes you the best match.

Be specific. Get a name of contact person for the job posting if possible.

If no name is available, open with something like "To the ABC Department at XYZ Company,"

AVOID VAGUE PHRASES like "To Whom it May Concern,"

Focus on how you can meet employer's needs by highlighting examples. **Remember:** You only have 3-4 short paragraphs on a single page to make your case.

If submitting a hardcopy, add your signature. If electronically, simply type your name to close.

Indicates that your resume is attached (or enclosed).

Your Name
Address
Phone
Email Address

Date

Patrick Michael, HR Manager
ABC Company
123 S. Main St.
North Canton, OH 44720

Dear Mr. Michael,

I am writing to express my interest in the Assistant Manager position, as posted on the Career Opportunities page of the ABC Company website. I believe that my Bachelor of Arts Degree in Business Management from Walsh University and my two years of seasonal management experience will make me a strong candidate for the position.

Through my role with EFG Incorporated during each summer of my university experience, I learned many of the essential skills to be a successful manager such as...

I further developed my leadership skills by participating in...

The mission and values of ABC Company, as well as your accomplishments within the local community make me very excited for the opportunity to join your team. Thank you for your review of my application materials, and I look forward to hearing from you soon.

Sincerely,

Your Signature

Your Name

Enclosure

Here are some examples of things **NOT to do** in your cover letter.

Avoid these mistakes that could cost you the interview!

ABC Company
www.facebook.com/abccompany

To whom it may concern,

According to John C. Maxwell, "Leadership is not about titles, positions, or flowcharts. It is about one life influencing another." Ever since I was a freshman in high school, I wanted to be in business and follow in my family's footsteps of being an accountant. I guess I am writing to express my interest in a position at your company because it is one of the best companies out there. I am also 21 years old which helps me more apt to learning new things. I am almost done being a student at Walsh University and my two years of seasonal management experience is why you should hire me.

I am a great team player and a person who possess drive and dedication in every role that I take. When I was with EFG Incorporated during the summer, I wake up every morning excited to got to EFG. In order to stay ahead of the other competitions, I would do research on other companies and look on review websites to see how we compared to the other companies. Although I have computer skills, I would put my work on Microsoft Excel at average. I also like to use Facebook. Alot.

I am currently working at my local church while I finish school. At this church, we counsel individuals in they're taxes. It doesn't pay much so I am trying to look else where. I have 2 yrs experience with doing this and work well with people. I know you're customers will love me, most people do.

As I am applying other companies such as XYZ Company and JLK Inc., but I believe that your company stands out from them. But I won't gush over it because you know that you are the best. I also know that you will respond faster to this cover letter than the other companies. Thank you for your consideration and I hope to hear from you soon. I will call you in a week to follow up to see where I stand.

See you soon,
-Pat

Need mailing address and specific name/department where letter is going.

As well as contact info for yourself in letter heading.

Need to get straight to point. No need for lengthy introduction.

Misspellings!
Vague examples!
Info not relevant to job!
Comic Sans font!
...Oh My!

Be polite, courteous, and more formal in your tone. Allow them to contact YOU for interview.

