Other Tips:

- Always include a cover letter when personal interaction does not coincide with the delivery of your resume.
- The cover letter is your sales pitch; don’t restate your resume.
- Personalize each letter.
- Be brief and concise; one page maximum.
- Use white or ivory bond paper.
  - Paper and envelope should match resume.
- Minimize the use of “I”.
- Avoid using “I” to begin a paragraph.
- Use proper English – avoid slang or abbreviated terms.
- Use active voice whenever possible.
- Be honest and factual.
- Proofread several times to eliminate all errors; use a second/third set of eyes.

Date

Mr./Ms./Dr. First Name Last Name
Their Job Title
Their Company/Organization/School
Their Address
City, State  Zip

Dear Mr./Ms./Dr. Last Name:

First Paragraph:
- Identify the specific position for which you are applying.
- Indicate how you learned of the employment opportunity/opening.
- Do not be afraid to “name drop” mutual friends/family/acquaintance, if appropriate.

Second Paragraph
- Highlight your qualifications relative to that which you are applying.
- Bring out specific experiences from your past that are relative to that which you are applying.
- Highlight what you have done (school/work experience, leadership, activities, honors, etc.) relative to that which you are applying.

Third Paragraph
- Highlight what makes you the top candidate for that which you are applying.
- Detail the mutual benefits relative to them selecting you.
- What you can do for them.
- What will this opportunity do or mean to you.
- What specific knowledge, skills, or abilities do you possess that will benefit them.
- Use specific examples of past performance.
- Show your interest in the organization’s value, purpose, mission and reputation, illustrate how your attributes mirror the organization’s culture.

Final Paragraph
- Take the initiative and state when you will follow-up with a phone call (be specific, i.e. day and date).
- Always include your phone/cell number, e-mail address, or ways in which they can readily contact you if they have any questions.
- Thank the reader for their consideration.

Sincerely,

(Your Signature in Black Ink)  (Do not forget to sign your letter)

Type Your Name

Enclosures
1. Resume
2. Application or relevant work examples  (As appropriate)