

COVER LETTERS

It is imperative that you send a cover letter **every time** you email or mail a resume to a company. The cover letter indicates why you are writing or for what position you are applying, highlights a few of your strongest qualifications, and suggests an action statement to further pursue the position. It should be **concise, direct, positive, original and professional.**

If sending via regular mail, the cover letter and resume should be printed on resume quality paper (24 lb.) and may be folded into a regular business envelope. For online submissions, save your cover letter as a (rtf) or (doc) file, and name the file "Your Full Name *Cover Letter and Name of Company*". (John Smith – Cover Letter – Cerner Corporation)

You do not need a cover letter for on-campus interviews or career fairs as you will be marketing yourself in person for those particular opportunities.

Cover Letter Guideline

Your Street Address
City, State Zip Code

Date

Ms. Betty Wilson *(Make sure you address it to the person in charge of screening or hiring – Never address it: To Whom It May Concern. If you cannot get the name of a person, use Dear Hiring Manager)*

Director, Recruiting and Staffing
Jefferson Industries, Inc.
9463 East Broad Street
Richmond, VA 23261

Dear Ms. Wilson:

The opening paragraph should **state why you are writing and why you are interested** in the organization. If you are writing a letter of application, you should **name the position for which you are applying** and tell the employer how you became aware of it. A letter of inquiry should provide evidence of your career-mindedness. It helps to refer to specific job functions, if not titles. If someone referred you to the employer such as a career counselor, a former employer, or a friend, this is the best place to mention that person's name and to point out that he or she suggested you write. *(Never use a person's name without asking their permission in advance of submitting your cover letter.)*

The middle paragraph is where you draw attention to your resume and **highlight specific skills relevant to the potential employer**; the best way to do this is to **refer to the job description**. Present your motives for seeking employment with this organization and **cite achievements and qualifications related to the position** desired. If you have qualifications that are not noted on your resume, this is your opportunity to discuss them.

The closing paragraph states what you will do next (such as calling to arrange an interview at the employer's convenience) or what you would like the recipient of the letter to do next. **An assertive statement explaining what you plan to do and what you hope the employer will do** is harder to ignore than a vague request for consideration. *(Remember, You must have the commitment to actually follow-up with the employer if you use this statement.)*

Sincerely,

(Your signature here)

Your Name Typed