

COVER LETTER BASICS

- Purpose of Cover Letter:
 - A cover letter expresses interest and qualifications for a particular position
 - Personal but professional
 - Tailored to position/company
 - Explains how you fit with organization and how you will help them
 - Expands main points from your resume
 - “Sells” qualifications to the prospective employer
 - **ULTIMATE GOAL: GET AN INTERVIEW**
- Make sure YOU do preliminary research before writing a cover letter; Knowledge about a company can impact the effectiveness of a cover letter.
 - Make sure you know:
 - General job information
 - Desired qualifications and skills
 - Key values and words
 - Research helps you tailor your cover letter
 - Look for mission statements, organization “vision,” goals, etc.

FIRST PARAGRAPH: Should include information on why you are writing. Be sure to include the position you are applying for. If you have been referred by someone, make sure you include their name. **CAUTION:** Be CLEAR, CONCISE, and to the point. Convince the reader that they should contact you for an interview just from reading this FIRST PARAGRAPH.

MIDDLE PARAGRAPH: This is where you let the reader know the VALUE YOU would bring to their company. This is where you must show you have the abilities/skills that will meet their needs. **N** Make sure you mention how your skills, experience, and knowledge match the job you are specifically applying for. Support each point with evidence/example. (Sort paragraphs or bullet-points are better than one large paragraph.)

CONCLUSION: End your cover letter by thanking the reader for considering you for the position. Make sure **IF** you include information that you will follow-up, **YOU** do follow-up. Some employers do not make contact immediately, just to see if applicant will follow-through on their promise to reconnect in designated time frame.

