

Preparing Your Cover Letter: CONTENT

This is a generally accepted outline for a cover letter; but not the ONLY format for a cover letter. Feel free to use some variance according to your personal style. But, when creating and formatting your cover letter, remember, it has a life expectancy of only about EIGHT seconds—so make every second count!

<p>The contact information and format of your header should appear in the exact same way as on your resume.</p>	<p>Your Name Address City, State, Zip Phone Number Email Address</p>	<p>Make your name stand out by increasing the font size.</p>
<p>Address the cover letter to a specific individual whenever possible.</p>	<p>Date</p> <p>Name of Contact Person Title Name of Company Street Address City, State ZIP</p>	<p>Be sure that your voice mail message and email address are professional.</p>
<p>Other salutations to use when you do not have the name of a contact are: To Whom It May Concern Good Morning Dear Sir or Madam</p>	<p>Dear Mr./Ms. (Last name of contact person):</p> <p>The first paragraph tells why you're contacting the person. Include: 1) the name of the job for which you are applying; 2) how you learned about the position; 3) the name of the person (if any) who referred you to the organization and opening, preferably a colleague of the contact person; 4) a brief sentence about who you are; and 5) a statement to indicate your knowledge of their company. Your goal is to demonstrate that you are an excellent candidate and to entice them to read further.</p> <p>The second and optional third paragraphs make up the critical content section. You should tell more about yourself, especially why you're what they're looking for, by emphasizing skills or abilities you have that relate to the job for which you are applying. Be sure to communicate confidence! If you have had relevant work experience or related education, be sure to point it out with specific examples, but do not reiterate your entire resume. You may also clarify anything unclear on your resume in this section.</p>	<p>The last paragraph is the shortest paragraph. It can be as simple as: "Thank you for your consideration. I look forward to hearing from you."</p>
	<p>The last paragraph is your goodbye. You may refer the reader to your enclosed resume and whatever media you are using to illustrate your training, interests, and experience. You thank the reader for his or her time; then you push for an interview. Assert yourself by telling the contact person you will call him/her on a designated date or within a specified time period to set up a meeting. Alternatively, state that you are available for an in-person interview at his/her convenience.</p>	
	<p>Sincerely,</p> <p><i>Your Signature</i></p> <p>Your name typed</p> <p>Enclosure(s)</p>	<p>If you have already included your phone number in your header, do not list it again here in your conclusion.</p>