Cover Letter Content Guide

Your Address
City, state, zip

Date

Their name
Title
Organization
Address
City, state, zip

Dear Mr./Ms./Dr./ last name:

Paragraph 1: This paragraph is brief; 1-3 sentences. Tell the reader why you are writing. State the specific position for which you are applying. (If unknown, describe the type of work you seek). Mention how you heard about the opportunity or the organization. If the position is out of town, state your interest in their location.
Your goal: Make an immediate connection with the reader.

Paragraph 2: This paragraph is longer, 3-8 sentences. It may be split into two paragraphs, if needed. Show your knowledge of the employer by matching your background with their needs, as discovered through your research. Highlight relevant skills, experiences, interests, and personal qualities that present your qualifications in the best light. If you have the benefit of a job description, show you meet their requirements. Convey energy and enthusiasm for your field and their opportunity.
Your goal: Show you are the ideal candidate for the position.

Paragraph 3: This paragraph is brief, 1-2 sentences. Close by stating your genuine interest in working for them and in obtaining an interview at their convenience. Thank the reader for their time and consideration. Include your e-mail address and phone number in case the cover letter gets separated from your resume.
Your goal: Convey your sincere interest and appreciation.

Sincerely,
(Signature)

Your typed name
Enclosure

Cover Letter Example

515 Brooks Ave.
Raleigh, NC 27606

February 21, 2010

Mr. Jeff Hopkins
Account Manager, Appley Marketing
3200 Beechball Ct.
Raleigh, NC 27600

Dear Mr. Hopkins:

I am writing to express interest in your Design Associate position at Appelly Marketing. I learned about your organization through a public relations research project where we studied a plan you developed for Deere & Company. Your multidisciplinary approach to the plan caught my attention.

As a Master's student in Communication at NC State with a focus on public relations, I would like to contribute my academic and corporate experience to your current projects. Prior to entering graduate school, I worked at IBM in the Public Affairs Department where I was a major contributor to the 2008 "It's Your Benefit" promotion and publication. I worked on a multidisciplinary team that included members from Human Resources, Marketing, and Graphic Design. My specific role involved the research and writing of text for the "Wellness" section as well having a lead role in the corporate-wide rollout. You will note in my attached resume that I have additional public relations and marketing experience that will complement the requirements of the Design Associate position. Samples of my work from this project and others that I have participated in are on my personal web site at www.---.com.

Your full-service firm prides itself on its creative, high-energy, team approach to problem solving and customer service. I am eager to speak with you about the contributions I will make to your organization.

Sincerely,

Michael Greene

Michael Greene