

# COVER LETTER

## WHAT IS IT? HOW DO I MAKE ONE?

### PURPOSE OF A COVER LETTER

The cover letter provides you with an opportunity to:

1. Introduce yourself and state your objective.
2. Personalize your resume
3. Highlight information that addresses the needs and interests of the employer.

### HOW TO CREATE A COVER LETTER

The Career Center has a one stop shop for you to create, store and share your cover letter from within SCOTLink. To get started:

Login to SCOTLink at <http://careers.ucr.edu> and click Documents on the toolbar in the Resume Builder tab, click Create New Cover Letter and complete each step, clicking Save and Continue to move to the next step:

1. Name your letter and compose your cover letter in the content box.
2. Select a style.
3. Don't forget to Activate it and YOU'RE DONE! Your cover letter is available to view, print and apply to job postings in SCOTJobs.

\*Counselors in the Career Center are available to critique your resume during drop in or by appointment. Info at <http://career.ucr.edu>

### WHAT TO PUT IN A COVER LETTER

Today's Date

Your addressee's name  
Professional title  
Organization name  
Mailing address  
City, state and zip

Your Name  
Mailing Address  
City, State, And Zip  
Telephone Number(S)  
Email Address



Try to track down the name of the hiring manager, using LinkedIn or the company website or Lead 411. If you can't find it, you can name the team you're applying to (such as "The XXX Project Team", "The Marketing Department"). And if you manage to find their name correctly, spell it correctly! Never use "To Whom It May Concern".

Dear Mr. (or Ms.) last name,

The opening paragraph explains why you are writing the letter. State your purpose, identify the position you are applying for, and how you learned about the opening. Try to start your letter with a grabber—a statement that establishes a connection with your reader.

The mid-section of your letter should be one or two paragraphs that make relevant points about your qualifications and explain why you are a strong candidate for this position. You should not summarize your resume! Highlight and mention the most interesting points on your resume. You may incorporate a column or bullet point format here. If possible, demonstrate that you know something about the organization and the industry/field.

In this final paragraph, state how and when the employer may contact you. Do not assume an employer will contact you once you have sent your cover letter and resume. It is your responsibility to follow up. Close by thanking the employer for their time and interest and mention that you are looking forward to meeting them.

Sincerely yours,

Your handwritten signature (for mailed letter)

Your name (typed)

Enclosure: resume

Scott Bears  
900 University Avenue #3  
Riverside, CA 92521  
951-827-0000  
scottbears@ucr.edu

September 4, 2009

Ms. Christina Brown  
Vice President  
4500 3rd Street  
Los Angeles, CA 90210

Dear Ms. Brown:

I was thrilled to come across Bright Green Talent's advertisement for a College Recruiter on GreenBiz.com. As an engaged environmentalist with a passion for people and positive psychology, I've kept an eye on your company with great interest as you've grown your brand and presence. I would love to join your team and hope that my continuing enthusiasm for and interest in working toward greening the workforce will make me a strong candidate for the position.

I think I'd be a great addition to Bright Green Talent's marketing team for three main reasons:

The job description required someone with strong phone skills, ability to network, and an outgoing personality. In my prior work as a marketing intern, I developed my skills in all three areas: I managed clients remotely and coordinated teams of marketing assistants working in our company, doubled my team's number of projects in one year through active business development, and received an employee award for active engagement in my company's volunteer programs. If possible, I'd like to channel this experience towards helping Bright Green Talent enrich its partnership with Solar Richmond and expand the company's non-profit partnership program.

I recently graduated from UC Riverside with a bachelor degree in Environmental Studies with a focus on the educational system. I wrote my senior project on how universities are integrating sustainability issues into traditional academic frameworks in order to prepare students for the 21st century's resource management challenges. This unique background in training and preparation would translate well to helping talented recent graduates find the first steps in their "green career".

I am aware that Bright Green Talent is a small team and that each person must operate relatively independently. In my past intern role, I took a leadership position in each of the project teams I worked on and operated efficiently on remote teams where I had to self-impose deadlines and goals.

Overall, I'd love to add my skills and perspective to Bright Green Talent's team and add my passion for people and sustainability to the efforts to grow the business. Please contact me if you have other questions. I look forward to speaking with you.

Sincerely,

Scott Bears

Enclosure: resume



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