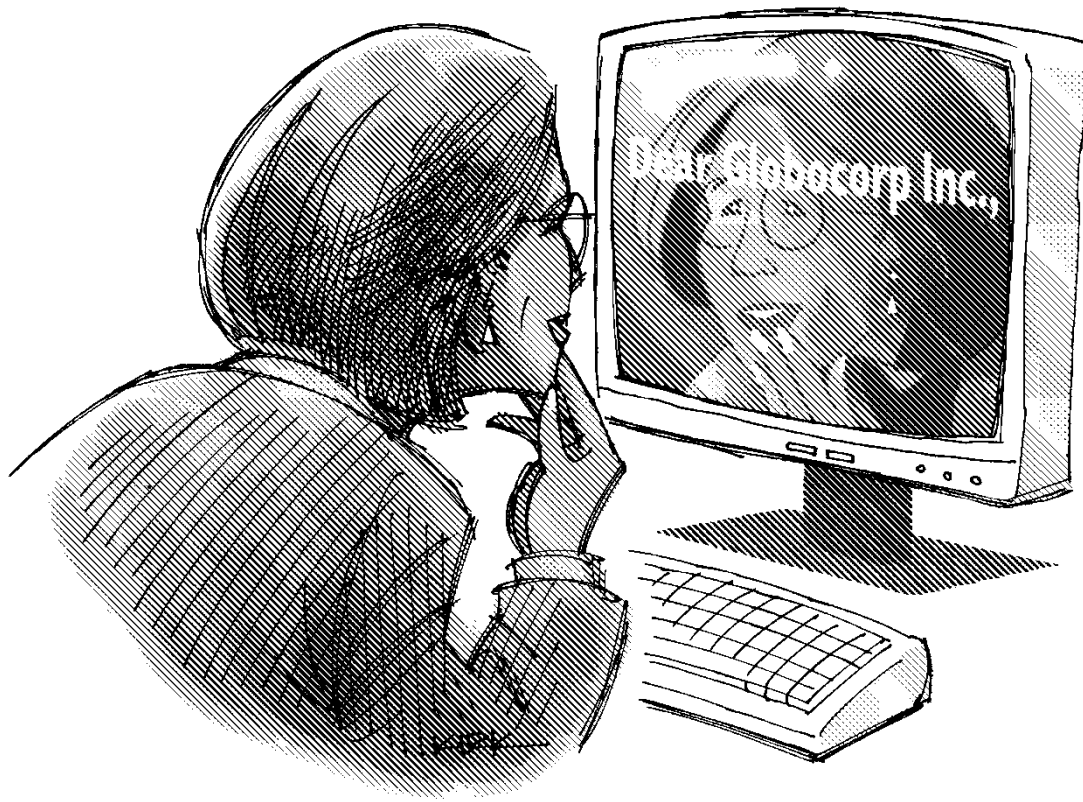


How to Write a COVER LETTER

By Eric R. Anderson



Provided by Capital University Career Development
Division of Student Affairs
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**Capital
University**
Ask. Think. Lead.

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UNDERSTANDING COVER LETTERS

A COVER LETTER...

- Is always included with emailed, online, or mailed résumés. It is NOT used when you “show up” in person with your résumé, whether in someone’s office or at a job fair. In those cases, YOU are your cover letter; you’ll say the same information out loud. It would be weird for them to read the letter while you stand there.
- Highlights *specific* information from your resume and background that applies to a *specific* posted position (see *letter of application p. 4*) or a *specific* “possibly open” (but not posted) position (*letter of inquiry, p. 13*)

STEPS OF WRITING A STANDARD LETTER OF APPLICATION


Most of the time, you will be writing a letter to apply for a job or internship that has a written position description from a job/internship posting outlining the responsibilities and qualifications of that job or internship. When writing a letter in this situation, follow these steps:

1. Use this booklet to gain a better understanding of the general format and content of your cover letter. *See pages 4-7 for more information.*
2. Read through the job/internship posting so you know the qualifications and responsibilities of the position. *See page 9.*
3. Compare the job/internship position description to your resume to determine the qualifications you have that match the position qualifications. *See page 9 and 10.*
4. Write your letter. *Be sure to format your letter using the example on page 4 of this booklet and include the content explained in pages 4-7.*
5. Drop in our office or schedule an appointment so we can review your cover letter with you before you submit it for your job/internship application. *See our contact information on the cover page.*

ALSO REMEMBER: CUSTOMIZE *EVERY* COVER LETTER

- Always write a ***personalized*** cover letter for ***each*** job.
- Customize your “sales pitch”, linking your experience, demonstrated skills, course work, and accomplishments to the *specific* requirements (or job duties) of the open position that are revealed in the job posting.

LETTER OF APPLICATION: BASIC EXAMPLE

Employer name and address Page 5	Box 999, Capital University Columbus, OH 43209 December 14, 2016	Your address Page 7
Salutation Page 5	Mr. Peter Kirkpatrick Director of Personnel Ernst & Young Huntington Center, Suite 2000 41 South High Street Columbus, OH 43215-6150	First paragraph: <i>Introduction</i> Page 5
Second paragraph: <i>Relevant experience to position applying for</i> Page 6	Dear Mr. Kirkpatrick, I am writing to express my interest in the Auditor position advertised on Capital University's job website. I will graduate from Capital University in May with a Bachelor of Arts degree in Accounting. My background includes both accounting experience and leadership skills. During my junior and senior years at Capital, I have worked as a student accountant in the University Bookstore. In addition, I have held leadership positions in Student Government and within the residence halls as a Resident Assistant. Please see my attached resume for a more complete view of my background.	Third paragraph: <i>Contact info and closing</i> Page 6
Refers to additional documents sent with cover letter such as resume, references, etc. Page 7	I am eager to learn more about this opportunity with Ernst & Young, and look forward to interviewing with you. I can be reached at 614-236-0000 or ccollege@capital.edu. Thank you for your time and consideration.	Closing, name, signature Page 7
attachment	Sincerely,  Chris M. College	

LETTER OF APPLICATION: CONTENT

Remember that you are *responding to a posted job position* in this letter. That will guide some of your text. Make sure that you comment on specific qualifications that are listed in the advertisement.

THE EMPLOYER'S ADDRESS, NAME AND SALUTATION

With advertised openings, you will sometimes be instructed to mail your information to an office, or a title, such as the Director of Human Resources. In this case, you need not find the name of the individual to whom you are writing. You can address the letter to "Dear Director", or "Dear Human Resources Department", *or you can simply omit both the salutation (Dear _____,) and the closing (Sincerely,) from the letter.*

Still, if you can get the name of the appropriate person, it will be to your benefit, differentiating you from the other candidates. If the gender of the person is unclear (e.g., Kim, Pat) your salutation can omit the Mr. or Ms. title (i.e., "Dear Kim Anderson,").

THE FIRST PARAGRAPH

Length: Two or three sentences.

Content: This paragraph introduces who you are and why you are writing to the employer. Be sure to:

- Start with a sentence in which you focus on the employer's needs. Be as specific as you can about the position desired.
- Identify the position for which you are applying and tell how you heard about the opening (website, contact person, etc.).
- Explain why you are writing (Would you like to be considered for the position? Has your academic and/or employment background prepared you for this position?).

For example:

1. I am applying for your part-time sales position which was posted on Capital University's job website. I am currently a sophomore, and am majoring in Marketing.
2. I am applying for your Sales Trainee position which was posted on Capital University's job website. You indicate a need for a recent graduate with a background in business and sales. I will graduate in May with a Bachelor's degree in Business Administration, and I have held part-time sales positions throughout college.
3. During the last two years, my editing position with our school newspaper has provided me with experience related to the Proofreader position which was advertised on your company website. I will graduate from Capital University in May with a Bachelor's degree in English, and I plan to enter the field of publishing.
4. I am very interested in the position of Customer Service Representative with Orgo-gro. Mark Muggli, a systems analyst with your company, recently informed me of two openings in this division.

If you are a student with related employment experience, you may want to mention your experience instead of your degree in the first paragraph:

5. I am especially interested in the Loan Officer position which was advertised in the Columbus Dispatch on November 8. I have several years of experience in banking, including significant exposure to loans and mortgages.

THE SECOND PARAGRAPH

Length: Three to five sentences.

Content: In this paragraph, you will emphasize a match between the skills which you possess and those which are required by the employer. Use the advertisement to guide your writing and include:

- Your qualifications for the job, as they relate to those listed by the employer. These qualifications will probably be a combination of your education and your work experience.
- How each of these has prepared you for the position/field that you want to enter.
- Possible reference to current or previous employment, specific courses that you took, aspects of jobs or internships that you had, etc., that relate to this position or are included in the position description.
- If you are under-qualified for the advertised position, you can either avoid any mention of your lack of qualifications, or include a statement about related experience. Remember that the advertisement is often a "wish list" and that you might not need all of the qualifications that are listed.
- Make some reference to your attached or enclosed resume (pay attention to whether you are *attaching* through email or *enclosing* through US Mail). Some options are:
 1. My attached resume will give you a better view of my skills and abilities.
 2. Please see my enclosed resume for more information.
 3. Please see my attached resume for a more complete view of my background and qualifications.

If you have both *academic qualifications* and *career-related work experience*, you may want to separate this paragraph into two paragraphs. By doing this, you can focus on each of these subjects individually.

THE THIRD PARAGRAPH

Length: Two or three sentences.

Content: This is the paragraph in which you tell the employer how to get in touch with you, and thank the person for taking time to give you consideration. Some examples are:

1. Should you need additional information, you can reach me at 614-236-0000 or ccollege@capital.edu. Thank you for your consideration, and I look forward to hearing from you soon.
2. I am available for an interview during (list dates or months or whenever you are available). You can reach me at (614) 555-1212 from 3:00 p.m.-7:00 p.m., Monday through Friday. I look forward to hearing from you.
3. I am excited about the possibility of working for Orgo-gro. Should you need more information, you can reach me by phone at (614) 555-8989 or by e-mail at sstudent@capital.edu. I am available for an interview at your convenience.
4. I believe that my student teaching experience and academic background will be a benefit to the Wellington School. Should you need additional information, you can reach me at (614) 555-1234. Thank you for your time, and I look forward to hearing from you soon.

"ATTACHMENT" VS. "ENCLOSURE"

Usually you send a cover letter along with your resume, and sometimes you may have additional documents to send (such as a list of references, reference letters, writing samples, etc.). The word "attachment" at the bottom of the letter is used to indicate there is a document (or documents) you are sending with your cover letter.

When sending your documents...

By **MAIL**: Use the word "enclosure" or "enclosures" at the bottom of your letter

By **EMAIL** or **ONLINE APPLICATIONS**: Use the word "attachment" or "attachments".

When sending:

- Only your resume and cover letter, write: attachment OR enclosure
- When there are more documents than your resume, indicate the number of documents you are sending in addition to your cover letter.

For example, if you send your resume and list of references, write: attachments (2) OR enclosures (2)

FORMAT: YOUR ADDRESS AND CLOSING

When writing a standard cover letter, your address and date (on the top) and your "closing" (near the bottom of the letter) should both be about two-thirds of the way across the page, like the example to the right.

To do this, start by typing your address/date and "closing" text on the left margin of the page.

Then, use the indent button or the "Tab" key to move your address/date over about two-thirds across the page. Do this again to move your "closing" across the page.

Make sure that you align both your address/date **and** your closing to the same point on the page.

The diagram illustrates the correct alignment for a cover letter. A vertical dashed line serves as a guide. On the left, a box labeled "Your address and the date should be aligned like this" has an arrow pointing to the address and date at the top of the letter. On the right, a box labeled "Your 'closing' is aligned to the same point" has an arrow pointing to the signature and name at the bottom of the letter. The letter text is as follows:

Box 999, Capital University
Columbus, OH 43209
December 14, 2015

Mr. Peter Kirkpatrick
Director of Personnel
Ernst & Young
Huntington Center, Suite 2000
41 South High Street
Columbus, OH 43215-6150

Dear Mr. Kirkpatrick,

I am writing to express my interest in the Auditor position advertised on Capital University's job website. I will graduate from Capital University in May with a Bachelor of Arts degree in Accounting.

My background includes both accounting experience and leadership skills. During my junior and senior years at Capital, I have worked as a student accountant in the University Bookstore. In addition, I have held leadership positions in Student Government and within the residence halls as a Resident Assistant. Please see my attached resume for a more complete view of my background.

I am eager to learn more about this opportunity with Ernst & Young, and look forward to interviewing with you. I can be reached by phone at 614-236-0000 or by e-mail at ccollege@capital.edu. Thank you for your time and consideration.

Sincerely,
Chris M. College
Chris M. College

attachment

LETTER OF APPLICATION WRITING PROCESS: A PRACTICAL EXAMPLE

Here's how your letter of application develops:

Use job posting to figure out key qualifications and responsibilities the position requires.

Compare those key qualifications/responsibilities to the experiences you have on your résumé.

Kohl's Product Management Intern (Menomonee Falls, WI)
Kohl's Position Description As a Product Management intern you will have the opportunity to work within the Product Development Office, learning all aspects of a corporate private brand merchandising career.
Primary responsibilities include: <ul style="list-style-type: none">• Learning Kohl's culture and market position• Understanding the Product Development process as it relates to buying, design and sourcing• Considering marketplace factors including climates, trends, assortments and regional locations and incorporating these needs into the merchandise line• Using competitive shopping as a tool to analyze trends, pricing and assortments of various retailers• Managing a time and action calendar to ensure product development milestones and deadlines are maintained• Collaborating with color, trend, cad artists, technical and design teams, sourcing, merchants, and other support teams to create a private brand merchandise assortment• Following the entire private brand development process, from concept to finished product• Analyzing the results with retail sales information and reporting systems• Learning line building techniques, sales forecasting, gross margin planning and merchandising concepts• Communicating with overseas vendors for merchandise integrity• Shadowing a product manager to learn the tasks they complete on a day by day basis• Developing a final project by researching a specific area or opportunity within the Product Development department• Presenting final project to members of your department
FORWARD COVER LETTER, RESUME, & PORTFOLIO IN THE FOLLOWING FORMAT: 8/6/15 Kent State University Mail-INTERNSHIP: KOHL'S-Product Management (Menomonee Falls, WI) JOE_KOHLSPRM.PDF-COVER LETTER & RESUME JOE_KOHLSPRM.PDF-PORTFOLIO
Preferred Qualifications <ul style="list-style-type: none">• Strong analytical and critical thinking skills• Strong interpersonal and leadership skills• Strong verbal and written communication skills• Ability and drive to develop retail business knowledge• Ability to work as a part of a team and interact effectively with others
Internship Experience <ul style="list-style-type: none">• Located in Milwaukee, Wisconsin• 10-week Paid Internship• Training Classes• Senior-Level exposure• Final Project• Summer Housing provided• Transportation to and from work provided• Sponsored events to show you Milwaukee

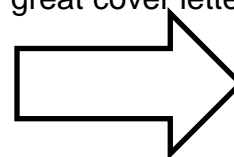


	Kimberly Student 555 Runway Drive Bolt, Ohio 43006 KStudent@capital.edu (614) 555-1212
Objective	An internship in retail product management
Education	Capital University , Columbus, Ohio Bachelor of Arts, May 2016 Major: Leadership & Management
Relevant Experience	Sales and Floorset Associate , June 2014-Present THE LIMITED , Columbus Ohio <ul style="list-style-type: none">• Assist in merchandise selection• Ensure customer satisfaction• Target and review daily sales goals• Develop visual floor set displays Merchandising and Sales Intern , Academic year 2012-13 WHOLLY CRAFT <ul style="list-style-type: none">• Arranged window and visual merchandising displays• Assessed inventory• Contributed to product development• Assisted with trade shows• Launched final craft marketing project Design and Merchandising Intern , Academic year 2012-13 LOCAL DESIGNER, AMY D <ul style="list-style-type: none">• Assisted in sewing designers products• Packaged designer's merchandise, delivered by strict deadlines• Collaborated with potential carriers about quantity of products wanted in store
Additional Experience	Secretary and Event Assistant , Academic year 2014-2015 THE HILLET AT KENT STATE UNIVERSITY <ul style="list-style-type: none">• Assisted and arranged visual displays for Hillel events• Completed daily office tasks Technology Camp Participant/Intern , Summers 2009 and 2010 SUMMER YOUTH CAMP INFORMATION TECHNOLOGY <ul style="list-style-type: none">• Learned about web development, computer programming and software use• Participated in web design contest as appointed group leader• Launched website for Bethany Presbyterian Church located in Columbus, Ohio
Special Skills	Bilingual (Spanish) Adobe Photoshop, Illustrator, Microsoft Office

Write your cover letter to explain how your experiences meet the position's requirements and responsibilities.

	555 Runway Drive Bolt, Ohio 43006 September 25, 2015
Ms. Jane Doe Human Resources Director Kohl's Corporate N56 W17000 Ridgewood Drive Menomonee Falls, Wisconsin 53051	
Dear Ms. Doe,	
I am writing to express my interest in your product management internship position for the summer of 2016. Kent State's internship program manager, Hillary Stone recently informed me about the opening. I am currently a sophomore majoring in business at Capital University.	
During the last two years, my employment and internship experiences have exposed me to several aspects of the retail industry. These experiences, ranging from pricing and assessing inventory to sewing apparel, have allowed me greater involvement in the industry. In particular, through my experience as a floor set associate at The Limited, I have viewed the entire development process from merchandising to sales. I have also learned about collaborative team sales analysis at The Limited, where we wirelessly discuss strategies to ensure that our clients' store experience is excellent. The collaboration continues after every two-hour segment, when the sales team meets together, critically evaluating the results of our customer interactions and reviewing our sales goals. These experiences, along with my experiences in additional work environments, have allowed me to participate in a range of roles, and I would like to expand my skills further while working for Kohl's Corporate.	
For a more complete view of my merchandise and retail experience, I have attached my resume. I am excited about the possibility of working for Kohl's over the summer. I am ready for new challenging opportunities that can help me grow professionally and personally. Should you need any additional information, please do not hesitate to reach me at (614) 555-1212 or by e-mail at kstudent@capital.edu. I am available for an interview at your convenience. Thank you for your time and consideration.	
Sincerely,	Kimberly Student
attachment	

See a real example of how a position description and resume can be used to write a great cover letter



COVER LETTER WRITING PROCESS:

STEP 1: READ THROUGH THE POSITION DESCRIPTION AND UNDERLINE PORTIONS THAT ALIGN WITH YOUR SKILLS

Kohl's Product Management Intern (Menomonee Falls, WI)

Kohl's Position Description

As a Product Management intern you will have the opportunity to work within the Product Development Office, learning all aspects of a corporate private brand merchandising career.

Primary responsibilities include:

- Learning Kohl's culture and market position
- Understanding the Product Development process as it relates to buying, design and sourcing
- Considering marketplace factors-including climates, trends, assortments and regional locations and incorporating these needs into the merchandise line
- Using competitive shopping as a tool to analyze trends, pricing and assortments of various retailers
- Managing a time and action calendar to ensure product development milestones and deadlines are maintained
- Collaborating with color, trend, cad artists, technical and design teams, sourcing, merchants, and other support teams to create a private brand merchandise assortment
- Following the entire private brand development process, from concept to finished product
- Analyzing the results with retail sales information and reporting systems
- Learning line building techniques, sales forecasting, gross margin planning and merchandising concepts
- Communicating with overseas vendors for merchandise integrity
- Shadowing a product manager to learn the tasks they complete on a day by day basis
- Developing a final project by researching a specific area or opportunity within the Product Development department
- Presenting final project to members of your department

Read Kimberly Student's cover letter on the next page to see how she directly connects her previous experience with these underlined portions of the position description.

FORWARD COVER LETTER; RESUME; & PORTFOLIO IN THE FOLLOWING FORMAT:

9/6/15 Kent State University Mail-INTERNSHIP: KOHL'S-Product Management (Menomonee Falls, WI)

JDOE_KOHLSPM.PDF-COVER LETTER & RESUME

JDOE_KOHLSPM.PDF-PORTFOLIO

Preferred Qualifications

- Strong analytical and critical thinking skills
- Strong interpersonal and leadership skills
- Strong verbal and written communication skills
- Ability and drive to develop retail business knowledge
- Ability to work as a part of a team and interact effectively with others

Through her well-written cover letter, Kimberly demonstrates her verbal and written communication skills.

Internship Experience

- Located in Milwaukee, Wisconsin
- 10-week Paid Internship
- Training Classes
- Senior-Level exposure
- Final Project
- Summer Housing provided
- Transportation to and from work provided
- Sponsored events to show you Milwaukee

STEP 2: MAKE SURE YOUR RÉSUMÉ REFLECTS YOUR COVER LETTER (WITHOUT SAYING EXACTLY WHAT YOUR COVER LETTER SAID)

Kimberly Student

555 Runway Drive
Bolt, Ohio 43006
KStudent@capital.edu
(614) 555-1212

Objective An internship in retail product management

Education **Capital University**, Columbus, Ohio
Bachelor of Arts, May 2017
Major: Leadership & Management

Relevant Experience **Sales and Floorset Associate**, June 2015-Present
THE LIMITED, Columbus Ohio

- Assist in merchandise selection
- Ensure customer satisfaction
- Target and review daily sales goals
- Develop visual floor set displays

Merchandising and Sales Intern, Academic year 2013-14
WHOLLY CRAFT

- Arranged window and visual merchandising displays
- Assessed inventory
- Contributed to product development
- Assisted with trade shows
- Launched final craft marketing project

Design and Merchandising Intern, Academic year 2013-14
LOCAL DESIGNER, AMY D

- Assisted in sewing designers products
- Packaged designer's merchandise, delivered by strict deadlines
- Collaborated with potential carriers about quantity of products wanted in store

Additional Experience **Secretary and Event Assistant**, Academic year 2015-2016
THE HILLEL AT KENT STATE UNIVERSITY

- Assisted and arranged visual displays for Hillel events
- Completed daily office tasks

Technology Camp Participant/Intern, Summers 2010 and 2011
SUMMER YOUTH CAMP INFORMATION TECHNOLOGY

- Learned about web development, computer programming and software use
- Participated in web design contest as appointed group leader
- Launched website for Bethany Presbyterian Church located in Columbus, Ohio

Special Skills Bilingual (Spanish)
Adobe Photoshop, Illustrator, Microsoft Office

Kimberly emphasizes relevant experience to the position in this section of her résumé.

She also does not use the same wording of her responsibilities in her cover letter as she does for her bullet points in her résumé.

Notice in her cover letter on the next page, Kimberly does not mention every position she's had – that's okay! She highlights her most relevant experience and indicates that her resume provides more information on additional experiences.

STEP 3: WRITE YOUR LETTER – BE SURE TO CONNECT YOUR EXPERIENCE TO THE POSITION DESCRIPTION

555 Runway Drive
Bolt, Ohio 43006
September 25, 2016

Ms. Jane Doe
Human Resources Director
Kohl's Corporate
N56 W17000 Ridgewood Drive
Menomonee Falls, Wisconsin 53051

Note the highlighted phrases that address parts of the position description for which Kimberly is qualified.

Dear Ms. Doe,

I am writing to express my interest in your product management internship position for the summer of 2016. Kent State's internship program manager, Hillary Stone recently informed me about the opening. I am currently a sophomore majoring in business at Capital University.

During the last two years, my employment and internship experiences have exposed me to several aspects of the retail industry. These experiences, ranging from pricing and assessing inventory to sewing apparel, have allowed me greater involvement in the industry. In particular, through my experience as a floor set associate at The Limited, I have viewed the entire development process from merchandising to sales. I have also learned about collaborative team sales analysis at The Limited, where we wirelessly discuss strategies to ensure that our clients' store experience is excellent. The collaboration continues after every two-hour segment, when the sales team meets together, critically evaluating the results of our customer interactions and reviewing our sales goals. These experiences, along with my experiences in additional work environments, have allowed me to participate in a range of roles, and I would like to expand my skills further while working for Kohl's Corporate.

For a more complete view of my merchandise and retail experience, I have attached my resume. I am excited about the possibility of working for Kohl's over the summer. I am ready for new challenging opportunities that can help me grow professionally and personally. Should you need any additional information, please do not hesitate to reach me at (614) 555-1212 or by e-mail at kstudent@capital.edu. I am available for an interview at your convenience. Thank you for your time and consideration.

Sincerely,

Kimberly Student

attachment

LETTER OF APPLICATION: FOLLOW UP

If you respond to an advertised opening, you can expect to wait anywhere from a week to more than a month for a response. Why? Human Resource departments are very busy, and sometimes things get put on the back burner.

By the second week, you're feeling as if no one likes you and you're wondering if you should call to inquire about the status of your file. In general, resist the temptation to call. There are hundreds of resumes along with yours, and if each of those people called, it would begin to get annoying. An exception might be the fields of sales and journalism, in which you are expected to be more aggressive in your approach. Some sales recruiters say that they *only* consider those who persistently call!

Instead, you might want to send a follow-up email or letter. This type of correspondence is appropriate in two circumstances:

1. If something new came up (like you'll be gone for a while and won't be able to interview during that time)
2. If you simply want to remind them that you are still interested, without being pushy. It's a nice way of ensuring that they received your resume and cover letter while giving them a positive impression of you.

Send an email or letter that sounds something like this:

EMAIL

Send	To...	lholte@mlc.com
	Cc...	
	Bcc...	
Subject: Marketing Assistant Application Follow Up		
<p>Dear Mr. Holte,</p> <p>I emailed a resume and cover letter to you on July 20. I am still very interested in the Marketing Assistant position.</p> <p>If you would like any additional information, or if you have questions, please call me at 614-555-7896. I look forward to meeting with you.</p> <p>Sincerely, Bruce Student</p> <p><i>Marketing Major, Class of 2016</i> Capital University 614-555-7896</p>		

MAILED LETTER

	Your Address City, State Zip Date
<p>Lars Holte Director of College Recruitment Midwest Lefse Commission 235 Krumkake Avenue Columbus, Ohio 43221</p> <p>Dear Mr. Holte,</p> <p>I mailed a resume and cover letter to you on July 20. I am still very interested in the Marketing Assistant position.</p> <p>If you would like any additional information, or if you have any questions, please call me at 614-555-7896. I look forward to meeting with you.</p> <p>Sincerely, (Sign your name) Your Name</p>	

LETTER OF INQUIRY

Purpose: In this type of letter, you inquire about the *possibility* of available positions. Since you are not responding to an advertisement, the first paragraph will not make reference to one, as it did in the letter of application. Instead you will want to refer to what has prompted you to write the letter - an article you have read in the paper, someone you have talked with in the field, personal knowledge that the company hires people with your qualifications, etc... The second paragraph will probably take on a slightly more general tone, since you will not be responding to specific listed qualifications. Finally, you will need to be more assertive in your approach. This is most obvious in the last paragraph.

NOTE: In most cases, this type of letter will be used when someone has referred you or if you know there is a job available through your networking or research. This is not to be used for a mass mailing of letters and resumes.

Format: The basic pieces of the letter of inquiry are the same as a letter of application:

- Your address, date
- The employer's name, organization, and address
- A greeting line (Dear Mr. _____,)
- Three paragraphs
- A closing with your name
- Indication of any attachments or enclosures

THE EMPLOYER'S NAME

In a letter of inquiry, you should ALWAYS use a specific person's name. You'll call that person at a later date, and you have to ask for him or her. It is easy to get the name and title of the person to whom you should send your resume and cover letter, if you don't already have the employer's name.

You will have the most success if you call the main number for the company or organization and ask the person who answers the phone if he or she can give you the name (gender, if necessary) and title of the person to whom you would direct a letter regarding possible employment. Also ask for the spelling of the person's name.

You can also try to find the person's name by searching on LinkedIn.

THE FIRST PARAGRAPH

Length: Three to four sentences.

Content: Instead of mentioning an advertisement, you will explain briefly why you are interested in working for this company and what has prompted your letter. These statements are important, as they provide the best opportunity for you to personalize the letter. In this paragraph you should explain:

- What position(s) you are applying for.
- Why they should consider you.
- What has prompted you to write the letter.
- Why you are interested in working for them.
- You may want to mention your current educational status, and month/year of graduation and/or if you already have experience in the field here.

First Paragraph Examples:

1. I am writing to inquire about social work positions with the Franklin County Mental Health Board. I recently read an article in the Columbus Dispatch which indicated that you are seeking to establish a number of treatment teams to assist the mentally ill in managing their lives. I am excited about the possibility of securing one of these positions, because I am extremely interested in working with this population.
2. During a recent conversation with Professor Joe Fasby, my faculty advisor in the Accounting department at Capital University, we discussed the possibility of several upcoming openings for auditors at Ernst & Young. Professor Fasby has worked for Ernst & Young in the past and feels that my education and experience would make me a good match for this type of position. I will graduate from Capital University in May with a Bachelor of Arts degree in Accounting.

THE SECOND PARAGRAPH

Length: Three to five sentences.

Content: This can be the same as the second paragraph in the letter of application (see page 6). The difference is that you are not responding to the qualifications of a specific position opening. Rather, you are giving the reader a general overview of your background. You are telling the reader what you think she or he wants to hear about you, based on the nature of the positions for which you are expressing an interest.

THE THIRD PARAGRAPH

Length: Two to three sentences.

Content: This paragraph becomes more assertive than the third paragraph in the letter of application (see page 6). You *must* contact the person to whom you are addressing the letter, since there is a very small chance that this person will rush to call you immediately after receiving your letter and resume.

Examples:

1. I would appreciate the opportunity to discuss these positions with you. I will call during the week of April 10 to inquire further. If this is inconvenient, you can reach me by calling 614-555-2324 after 6:00 p.m. or by e-mail at college@gmail.com. Thank you for your consideration.
2. I look forward to discussing summer internship opportunities with you. I can be reached at 614-555-2324. If I do not hear from you by February 8, I will call you to follow up on my interest.

These examples might seem pushy or forward to you. They might have been considered pushy if you indicated the date and time that you expected the person to be available for your phone call, but you're not doing that. Instead, you're providing a time frame, as well as an alternative to talking with you. That's being polite, not pushy.

LETTER OF INQUIRY: EXAMPLE (Part One)

(Written as a response to the newspaper article below:)

GRANTS WILL HELP COUNTY'S MENTALLY ILL

Grants totaling about \$1.2 million will help expand a program for county residents with severe and long-term mental illness, the Franklin County Mental Health Board said yesterday.

The board received \$825,472 from the Robert Wood Johnson Foundation of Princeton, N.J., and \$383,786 from the Ohio Department of Health.

An estimated 6,000 people in Franklin County suffer severe and long-term mental illness.

The Mental Health Board serves 525 through a program in which treatment teams help people manage their lives. The board has eight teams. It wants 32 teams of 3,000 more patients, spokesman Pat Groseck said.

Teams are composed of nurses, social workers, and experts in medical benefits and housing.

Notice in the cover letter on the next page the reference to this portion of the article.

LETTER OF INQUIRY: EXAMPLE (Part Two)

2346 Composite Surface Drive
Westerville, Ohio 43081
December 15, 2016

Mary Sidewinder
Office of Community Treatment
Franklin County Mental Health Board
447 East Broad Street
Columbus, Ohio 43215

Dear Ms. Sidewinder,

I am writing to inquire about social work positions with the Franklin County Mental Health Board. I recently read an article in The Columbus Dispatch which indicated that you are seeking to establish a number of treatment teams to assist the mentally ill in managing their lives. I am excited about the possibility of securing one of these positions, because I am extremely interested in working with this population.

My combination of formal education (a Bachelor of Social Work degree) and extensive practical experience will enable me to be a productive member of your treatment team. My studies at Capital University provided me with a strong working knowledge of the social work field. My experience at Volunteer's Express has given me the opportunity to teach life management skills to clients. Please see my resume for further details concerning my additional social work experience.

Again, I am very interested in working for the Franklin County Mental Health Board, and I would appreciate the opportunity to discuss these positions with you. I will call you next week to inquire further. If this is inconvenient, you can reach me by calling 614-555-4836 after 6:00 p.m. or by e-mail at jformica@capital.edu. Thank you for your consideration.

Sincerely yours,

Julie Formica

attachment

LETTER OF INQUIRY: ADDITIONAL EXAMPLE

(Written as a response to a conversation with a faculty member.)

Box 999, Capital University
Columbus, OH 43209
December 15, 2016

Mr. Peter Kirkpatrick
Director of Personnel
Ernst & Young
Huntington Center, Suite 2000
41 South High Street
Columbus, OH 43215-6150

Dear Mr. Kirkpatrick,

During a recent conversation with Professor Joe Fasby, my faculty advisor in the Accounting department at Capital University, we discussed the possibility of several upcoming openings for auditors at Ernst & Young. Professor Fasby has worked for Ernst & Young in the past and feels that my education and experience would make me a good match for this type of position. I will graduate from Capital University in May with a Bachelor of Arts degree in Accounting.

Professor Fasby has told me that your organization values both practical experience and leadership skills. During my junior and senior years at Capital, I have worked as a student accountant in the University bookstore. In addition, I have held leadership positions in the Student Government and within the residence halls as a Resident Assistant. Please see my attached resume for a more complete view of my background.

I am very interested to learn more about these positions at Ernst & Young and look forward to the possibility of interviewing with you. I will contact you next week to inquire further. If this is inconvenient for you, you can reach me by phone at 614-236-0000 or by e-mail at ccollege@capital.edu. Thank you for your time and consideration.

Sincerely,

Chris M. College

attachment

LISTED SKILLS COVER LETTER

This style of cover letter, for both letters of application and letters of inquiry, is becoming more popular because it is easy to skim. In this style, you list your skills either as they directly relate to the requirements in an advertised position, or as they relate in general to the field or position that you are pursuing. This example is a letter of application for an internship. You can easily modify the style for a letter of inquiry.

Capital University, Box 000
Columbus, Ohio 43209
December 21, 2016

Kim Trouser, Director
Human Resources
YKK Zipper Company
000 East Broad Street
Columbus, Ohio 43215

Dear Kim Trouser,

I am interested in the summer actuarial internship with YKK Zipper Company recently listed on Capital University's job website. I am a junior at Capital University majoring in mathematics. Recent course work has developed my interest in the actuarial field, and I feel this opportunity would allow my skills in this area to grow.

My education and experiences would make me an excellent match for this position:

- 3.75 current GPA at Capital University
- Recent completion of the Level 100 exam
- Tutoring and grading experience within the mathematics department for the past two years
- Responsible and reliable worker, supporting myself financially throughout college

Please see the attached resume for a more complete view of my background.

I look forward to learning more about this opportunity. I can be reached by phone at 614-123-4567 or by e-mail at sovertone@gmail.com. Thank you for your time and consideration.

Sincerely,

Sally Overtone

enclosure

ANOTHER WAY OF PERSONALIZING: CONVERSATIONAL STYLE

I have tried to emphasize through the examples in this booklet that personalizing is an important aspect of the cover letter. The point deserves repetition and explanation. When you personalize a letter, you let the employer know that you truly have a desire to specifically work *there*. You have taken the time to respond to their needs, and you may have taken the time to research companies and industries in which you have an interest. You are a good risk. Conversely, when you do not personalize, you blend in with everyone else.

Employers indicate that they like a conversational tone in a cover letter. To do this with business correspondence you must maintain the professional nature of the letter while helping it to flow more easily. You can achieve this type of writing typically after you've had practice with cover letters, and/or when you feel very comfortable applying for a position for which you are truly well-suited.

The following page presents an example of a conversational cover letter. To be sure that your writing is at its best, make sure that you schedule a time for someone in Career Development to review your cover letter!

CONVERSATIONAL STYLE: EXAMPLE

10101 Binary Way
Columbus, OH 43209
December 14, 2016

Ms. Gail Giga
Recruiting Coordinator
Information Technology Department
1234 Hard Drive
New York, New York 10004

Dear Ms. Giga,

I am a senior at Capital University in Ohio majoring in Computer Science with a minor in Accounting. I am interested in interviewing for an Information Technology (IT) Analyst position at Goldman, Sachs. Having spoken with a former Goldman Analyst, read your brochures and visited your web site, I believe that Goldman, Sachs is the right global investment bank for me.

I am interested in an IT Analyst position because I have really enjoyed my internship at the Ohio Bureau of Workers' Compensation (BWC), where, for the last year, I have been the only intern at the 17-person IT department that provides computer support to over 2000 in-house customers. My additional course work in accounting and finance has exposed me to concepts of financial services, an area to which I now want to apply my computer-related skills.

With an analytical, yet service-oriented, background that includes working 40 hours every week while carrying a full course-load, I want to be an IT Analyst at Goldman, Sachs for two reasons. First, your 'technology is the business' idea appeals to me since I too value IT work not as a backstage operation but as a very important team-based part of Goldman's business. Second, in my spare time, along with colleagues and friends, I want to pursue community service in the New York area.

Ms. Giga, having seriously thought about being an IT Analyst in general and at Goldman, Sachs in particular, I would very much enjoy speaking with you further about the possibility of my being considered for an interview.

I have attached a copy of my resume and my transcript. I will call you soon to follow-up on this letter. Thank you for your consideration.

Sincerely,

Chip Cobol

attachments (2)

APPLICATION ETIQUETTE

E-MAILING OR UPLOADING YOUR LETTER AND RESUME

Attach your cover letter (DON'T send it in the body of the email)

The employer will often print your cover letter, or will want to save it in a document folder. If it's in the body of the email, the formatting will look ugly.

Document format

When sending your resume and cover letter by e-mail or uploading them for an online application, attach BOTH in Word, RTF, or PDF (PDF is your best option. If you don't know how to create them, ask us).

Or you can send them as one document:

Create one document that contains both your resume and cover letter. After you create your cover letter, go to Page Layout→Breaks→Section Breaks→Next Page. Then go to Insert→File, browse for your resume, select it, and save the new document as something like [YourName]-coverletter&resume.doc. When the employer prints your materials they will only need to open one document and will receive your cover letter and your resume.

Body of email

No matter the format of attached documents, in the **body** of the e-mail write a brief note like:

Dear Kim Anderson,

I have attached my cover letter and resume for the Legal Assistant position. Please let me know if you have any questions.

Dave Student

*NOTE: Instead of sending your resume as "resume.doc", you should use **your name** in the document name (e.g., DaveStudent coverletter-resume.pdf).*

E-mail subject line

Make sure that your subject line will make the employer want to read your email (and not delete it!). This is especially true for the letter of inquiry; in this case, you might want to use the name of the person who referred you (e.g., "Steve Mellum referred me"). Otherwise, you might include the name of the position (e.g., "Public Relations Intern application").

Signature

You do not need to sign the letter between your closing phrase and your name.

MAILING your LETTER and RESUME

Signing the letter

This may seem obvious, but many people forget to sign a mailed cover letter (they remember after dropping it in the mailbox). When you write and send a great number of letters, it is easy to forget the little things, like signing your name.

Envelope size for mailed applications

As I mention in "How to Write a Resume", when you mail a cover letter and a resume, consider using 9 x 12 inch envelopes instead of business size envelopes. If you do this, then the employer gets your resume and letter without any creases. He or she will not have to bend your credentials flat before reading them. They look better. I think it's worth the extra expense.