

# YOUR NAME

Address | email | phone number | linkedin profile url link or online portfolio link

**NOTE: You can use the same info from the top of your resume in your cover letter. This makes it easier to be identified in your application and saves you some room in your letter so you don't have to repeat your contact info.**

Date of submission (**Example: September 25, 2022**)

Name of person addressing letter (**if you know their name**)

Company's Name

Address of Company

**NOTE: Make sure to use a COLON not a comma!**

Dear (Mx. Last Name)/Hiring Manager:

**NOTE: Try to find who to address your letter too, either on the companies website, LinkedIn or Careershift**

**Paragraph 1:** Make sure your intro sentence is attention grabbing. You want your intro to be unique and interesting from other applicants. You also want to let them know what you're applying for (title of the position) and how you found out about it (if you were referred or have a contact within the organization include it here). Add your college (education), degree, major, minors/concentrations/emphasis. Include a statement about how your experience, skills and education fit with what the employer is looking for (think of this as a "hook"/transition to the next paragraph). Try to also include common values or other research information about the organization that you admire and why you want to work for their organization specifically (a personal connection between you and the organization).

**Paragraph 2:** Tell your story and give them examples of your experiences that would allow them to picture you at their company. Use direct examples that **RELATE TO THE JOB DESCRIPTION** and show that you have those skills through specific examples. Let the person reading draw their own conclusions, they might see skills in the example that you hadn't even thought about. Let this paragraph flow, add components of your passion and personality in relation to your previous work that they can't find on your resume. Incorporate soft/transferable skills that aren't listed in your resume. Use words directly from the job description.

**Paragraph 3:** Elaborate using a 3rd paragraph for your experience if necessary. You can also put other information that you think is important that they know or consider. Otherwise, this is where you make the connection between you and the company more. Do research on the company, look at their mission statement and values, find what you relate to or what you like about what is said and talk about it. This is a paragraph where you talk about your passion for the industry, position, company, or any combination of the three. You can talk about the importance for what the company is doing, their goals, and your place in that.

**Paragraph 4:** This is a summary of what you wrote about yourself and thanking the person for their time. You also want to emphasize why you "fit" for the role and say something along the lines of looking forward to speaking with them in the future or hearing back from them.

Sincerely,

*Signature*

Your name typed

# COVER LETTER WRITING TIPS

- A cover letter is **1 page**. And think of it as telling a story about yourself to the person. You are trying to connect your experiences and interests with what they are specifically looking for in their job description. Make sure to show your personality, creativity and communication skills as well within your letter!
- **Do not copy verbatim from your resume experiences.** Your cover letter is expanding and going more into detail about your relevant experiences you briefly highlighted in your resume. You want to make sure you link your experiences with the job position you are applying for.
- **Avoid cliché personality traits.** Try not to include “go-getter”, “thinks outside the box” or “problem solver”, etc. within your letter. Instead of stating these traits, expand on them through your experiences that show them along with your personality.
- Make sure to **fill as much of the page as possible** and that your font is between 10-12 pts. Use a serif sans font so it is easier to read.
- **Do not use the same cover letter for multiple applications.** Every company/job you are applying to is a little bit different and you don't want to accidentally include information from the wrong organization in your cover letter!
- To include the signature on the document you can try using Adobe Acrobat, [DocHub](#) (free/easy sign up with google account) or from another website such as [DocSketch](#).
- It is easier and generally better to use Microsoft Word when making a cover letter. And make sure to save it as a PDF to make it easier when submitting your application.
- **Use a colon!** Don't use a comma after the name of the professional you are addressing the letter to.
- If you do not want to include the information at the top of your cover letter, then make sure to include your email and phone number in your last paragraph so the person knows how to reach you.
- **Quantify your experiences when possible/relevant.** This means putting a number to something you accomplished. Some examples are, “I increased sales by 10%”, “I taught a class of 30 students 5 times a week” or “I managed an event for 500 guests”.
- **Avoid addressing the letter as “whom this might concern”.** It is best to try to find the name of the person who will be reading your cover letter. It shows that you researched into the company and makes the letter more personable.
- Drop in to see a Peer Career Advisor (PCA) to check over your cover letter before submitting your application.