

Application Cover Letter Tips

PURPOSE

- To introduce you to a potential employer. The application letter is usually the initial contact. A cover letter should always be sent with a resume when applying by mail or email.
- When writing your cover letter, answer these two important questions
 - Why do I want this position with this particular organization?
 - Why should they hire me?

FORMAT

- Use 8 ½ x 11 good quality bond paper. Hand written letters are not acceptable.
- Never exceed one page
- Include your address and complete contact information, the date, and employer name and address
- Minimize “I” statements as much as possible
- Each letter must be an original – never a copy. Keep a copy of each letter you send, or in lieu of this, information on where the letter went, to whom, and the date.

CONTENT

- First paragraph (introductory)
 - Identify the position for which you are applying and how you learned of it
 - Include a positive statement about the organization
- Second/Third paragraphs
 - Focus on two or three highlights from your educational, work, volunteer or personal experiences
 - Focus on transferable skills
 - If responding to an advertised position, answer the ad based on what the employer is seeking
- Final paragraph
 - Refer the reader to the enclosed resume
 - Politely request an interview

SAMPLE COVER LETTER

Your Name
Address
City, State, Zip
Phone Number
Email Address

Today's Date

Name of Contact
Contact's Title
Name of Organization
Address of Organization
City, State, Zip Code

Dear Mr./Ms./Dr. (*last name of contact*):

(*Company Name*) attracted my attention through an article on the company's expansion into the South American and Asian markets in a (*identify where you saw the advertisement*). It would be a great experience to become a valued member of your marketing and public relations team.

In (*May/December*) I will graduate from Winona State with a (*Degree*) in (*Major*) and am enthusiastic about entering the communications field as an entry-level employee in the area of Public Relations and Marketing.

My academic education has provided me with a solid foundation for strong analytical and presentation skills. In addition, my community involvement and work experiences have enhanced my research, communication and interpersonal abilities. My high GPA and dedication to school, work and the community are indicative of my commitment to hard work, excellent time-management and decision-making abilities. I am confident that I have established the necessary traits for pursuing my goals in public relations and marketing.

In summary, I believe that I would be a valuable asset to the public relations and marketing team of (*Company Name*). Thank you for your consideration. I will telephone you on (*date within one week*) to confirm that you have received my information and to see if we can arrange a time for us to further discuss opportunities within your organization.

Sincerely,

Signature
George Jones

Enclosure

Note to Candidate: Remember – this is a sample – a place to start. Be sure to write your letter “in your voice.”