**The Cover Letter**

#### **What is a Cover Letter?** The cover letter typically accompanies your resume when you are applying for a position. It should be specific to the position that you are applying for, and demonstrates to the employer why (based on your background) you are a great candidate for that particular position (based on the job description) and/or company. The cover letter is a business document, so should be formatted with a business heading and left aligned.

#### **Typical Cover Letter Format**

Your Address

Your Contact Information

Date

Contact Name (if available)

Contact Title

Company Name

Company Address

Dear Mr./Ms./Dr. (if no contact, you can say “Human Resources Manager, or Hiring Manager”),

The first paragraph is an introduction of yourself and how you learned of the opening, as well as your interest in the position/organization. This requires you to relate yourself to the organization or to the position in order to demonstrate your interest.

The middle paragraph(s) is a profile of how your skills and experience match the qualifications sought. In order to do this, consider the following points:

Read the job description carefully to get a clear idea of what the company is looking for. This goes beyond just the “qualifications” section of a job description- make sure to discuss your ability to do the job.

Review the company website to learn what type of person the company might value.

Match your background, whether it is work experience, academics, volunteer experience, etc. and describe why you believe those experiences make you a qualified candidate for the position.

The last paragraph wraps up the cover letter. You should reiterate your interest in the position, and desire to hear from them regarding the opportunity. You also want to thank the reader for their time in considering your application, and provide information for how you can be reached. If you would like, and are able to, you can state that you will follow-up with them directly. Be positive and confident (without being arrogant).

Sincerely,

Signed Signature (if a physical copy is being sent)

Name (Typed)

**Cover Letter Checklist**

* Is my cover letter consistently formatted, with 1” margins and font size between 11-12pt?
* Is my cover letter on one page?
* Did I personalize the cover letter to describe my interest in the position and company?
* Did I specifically address my ability to perform the job they are hiring for?
* Did I select my most relevant experiences to present my background to meet the reader’s needs?
* Is my cover letter error free including correct grammar, spelling and punctuation?
* Did I double check that the cover letter is addressed to the correct contact, company, and that the company name is correct throughout the document?

**Sample Internship Cover Letter**

Your Name

Address

Address

Phone # and email

Date

Robert Smith

Senior Account Executive

Fromm Cooley and Associates

500 Linden Oaks Drive

Rochester, NY 14625

Dear Mr. Smith,

I am contacting you in regards to an internship in the Public Relations department at Fromm Cooley and Associates. I was referred to you by Cindi Johnson from Delmont Hotel. An internship at Fromm Cooley and Associates would be an ideal way for me to expand my knowledge of the public relations field, while contributing my passion for sports and strong writing skills.

I am a senior at St. John Fisher College, majoring in Management with a concentration in Public Relations. My classes have given me an understanding of the work and importance of the public relations field. Along with the academic knowledge, I have also gained practical experience through an internship at the Sports Information Department at Fisher. I had the opportunity to write press releases on various games, matches, and players, as well as contacted the proper media outlets to update them on scores and provide highlights of games. These experiences have given me the background knowledge and ability to apply that knowledge, which will enable me to make an immediate contribution to the Public Relations Department at Fromm Cooley and Associates.

My resume is enclosed for your consideration. Thank you for your time, and I look forward to hearing from you soon. Please feel free to contact me at (phone #) or by email at (email address).

Sincerely,

Name

Phone Number