

College of Business and Technology

Cover Letter Writing

FORMATTING INSIDE ADDRESSES:

Anita Job
123 Tennessee Road
Johnson City, TN 37614
Phone: (423) 123-4567
E-mail: anitajob@aol.com

October 19, 2007

Ms. Jamie Burks
Human Resources Manager
The Best Employer, Inc.
987 Employer Drive
Johnson City, TN 37614

SALUTATION:

Dear Ms. Burks:

- If in doubt, use Ms. as term of address.
- Send to a person if at all possible.
- You do not need a cover letter if you are applying online unless you are instructed to attach a cover letter OR you are sending your resume as an attachment to an email message.

PARAGRAPH 1:

Sample:

Please consider this letter an application for the Human Resources Representative position as advertised on your web page. I was immediately drawn to the fact that you are seeking a candidate with exceptional people skills, integrity, and a high-level of energy as these are qualities that I possess.

- **In writing paragraph 1--**
 - Identify how you found out about the position.
 - Try to catch the reader's attention—drop a name, mention something that came up during conversation at career fair, a class presentation, networking night or other venue where you have encountered this individual.
- **Alternate paragraph 1:**

I am writing to apply for the position of _____ as advertised on your corporate website on October 17, 2006. I recently spoke to _____ about your _____ initiative and am very excited about the work you are doing in _____. I feel my experiences in _____, _____, and _____ make me a good fit for the _____ role within your organization.

PARAGRAPH 2:

Sample:

Through intensive training, education, and applied experience, I offer:

- A Bachelor of Business Administration degree in _____;
- Over two years of experience with customer relations;
- Excellent written and verbal communication skills;
- High-energy, ambition team-player;
- A willingness to travel, and pursue additional training as necessary.

In writing paragraph 2:

- Make a T-chart using the job description as your guide. What are the areas of knowledge, skill, and ability which are essential for the job? Which of these KSA's do you possess? Make it clear how you are the best candidate for the position.
- Make sure all of the areas you address in this section are directly relevant to the position.
- Avoid global statements which are generic.
- Highlight what makes you unique as a candidate and make your statements accomplishment driven.
- Use this paragraph to provide details which you did not have space to add on your resume proper.

Alternate ways to draft paragraph 2:

As you can see from my enclosed resume, I have ____ years of experience in _____, _____, and _____. During my tenure at XYZ Corporation, I was involved in several projects which made significant impacts on bottom line sales figures for the organization. In particular,

PARAGRAPH 3:

Sample:

My employment documentation is enclosed for your review. I am most interested in the opportunity to join the _____ team and welcome the opportunity share more details about my candidacy in person. Please feel free to contact me via phone (423-000-0000) or via email (anitajob@aol.com) if you have any questions or concerns.

- **In writing paragraph 3:**
- Underscore your interest in the position and in the organization.
- Thank the reader for his/her consideration and time in reviewing your credentials.
- Reiterate your contact information; make sure that it is correct!
- You can identify a time frame in which you will be calling or emailing the employer to follow up on your candidacy.
- Avoid using a sentence like “Please contact me at your earliest convenience.” It places the locus of control with the employer; indicate when *you* will follow up as a stronger approach.

CLOSING:

Sincerely,

Don't forget to sign your name.

Anita Job

Enclosure: Resume

SAMPLE—TARGETED

Anita Job
123 Tennessee Road
Johnson City, TN 37614
Phone: (423) 123-4567
E-mail: anitajob@aol.com

October 19, 2007

Ms. Jamie Burks
Human Resources Manager
The Best Employer, Inc.
987 Employer Drive
Johnson City, TN 37614

Dear Ms. Burks:

I am writing to apply for the position of _____ as advertised on your corporate website on October 17, 2007. I recently spoke to _____ about your _____ initiative and am very excited about the work you are doing in _____. I feel my experiences as in _____, _____, and _____ make me a good fit for the _____ role.

Through intensive training, education, and applied experience, I offer:

- A Bachelor of Business Administration degree in _____;
- Over two years of experience with customer relations;
- Excellent written and verbal communication skills;
- High-energy, ambitious team player;
- A willingness to travel, and pursue additional training as necessary.

My employment documentation is enclosed for your review. I am most interested in the chance to join the _____ team and welcome the opportunity share more details about my candidacy in person. Please feel free to contact me via phone (423-000-0000) or via email (anitajob@aol.com) if you have any questions or concerns.

Sincerely,

Anita Job

Enclosure: Resume

SAMPLE--ELECTRONIC

April 14, 2006

Mr. William Jackson
Employment Manager
Acme Pharmaceutical Corporation
w.jackson@acmephar.com

Dear Mr. Jackson:

I am writing to apply for your sales representative position (number sdr-324-782) for the Virginia, Maryland, and North Carolina areas; I found the position posted on MonsterTrak.com. I am very interested in a position with Acme Pharmaceuticals because I know your reputation through a former classmate, Joan Abrams, who now works in your Northeast region. I believe that my education and employment background are appropriate for this position.

While working toward my master's degree, I was employed as a sales representative with a small dairy foods firm. I increased my sales volume and profit margin appreciably while at Farmer's Foods, and hope to couple that success with the challenges and rewards of the pharmaceutical industry. I have a strong academic background in biology and marketing and think that I could apply that knowledge and my experience to the healthcare industry.

My resume, which more fully details my qualifications for the position, is attached.

I look forward to talking with you and will call you within the next week to answer any questions you may have.

Thank you for your consideration.

Sincerely,

Lynn A. Johnson
5542 Hunt Club Lane, #1
Blacksburg, VA 24060
540-555-8888
lajohnson@vt.edu

Attachment: JohnsonResume.doc

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SAMPLE--GENERAL

250 Prices Fork Road
Blacksburg, VA 24060
(540) 444-1111
ghlk@vt.edu

March 14, 2006

Ms. Charlene Prince
Director of Personnel
Large National Bank Corporation
Roanoke, VA 24040

Dear Ms. Prince:

As I indicated in our telephone conversation yesterday, I would like to apply for the marketing research position you advertised in the March 12th edition of the Roanoke Times and World News. With my undergraduate research background, my training in marketing and my work experience, I believe I could make a valuable contribution to Large National Bank Corporation in this position.

In May I will receive a Bachelor of Business Administration in Management/Marketing from Va Tech. As part of the requirements for this degree, I am involved in a senior marketing research project that provides experience interviewing and surveying research subjects and assisting with the analysis of the data collected. I also have completed a course in statistics and research methods.

In addition to academic work, my experience also includes working part-time as a bookkeeper in a small independent bookstore with an annual budget of approximately \$150,000.00. Because of the small size of the business, I have been exposed to and participated in most aspects of managing a business, including advertising and marketing. As the bookkeeper, I produced monthly sales reports that allow the owner/buyer to project seasonal inventory needs. I also assisted with the development of ideas for special promotional events and calculated book sales proceeds after each event in order to evaluate its success.

I believe that the combination of my business experience and marketing training is well-suited to the marketing research position you described. I have enclosed a copy of my resume with additional information about my qualifications. Thank you for your consideration. I look forward to receiving your reply.

Sincerely,

Jessica Lawrence

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