Cover Letter Principles

The Basics
● Your cover letter introduces you to employers and prepares them to view your resume
● Demonstrates your written communication skills
● Draws attention to selected accomplishments and qualifications
● Provides an opportunity to describe an experience in more detail than a resume format allows

What Do You Say
● Tailor the letter to each employer and position
● Use the position description or job opening as your guide
● Whenever possible, address your letter to a person
● Briefly demonstrate your knowledge of the company and your fit

Parts of a Cover Letter
● Heading
  o Your contact information
  o Date you’re writing
  o Address of the company to which you are applying
● Introduction
  o Greeting
  o Statement of who you are and why you are writing
  o Why are you applying HERE--include something about the organization
● Body or Argument
  o Describe your most important skills and accomplishments
  o Show why you are a good fit for the job
● Closing
  o Clarifies what you plan to do after your readers have received your resume and cover letter
  o Salutation and signature (Don’t forget to sign your letter!!!)

Formatting Your Cover Letter
● Single space and leave a space between each paragraph
● Leave a space between your heading and greeting; and leaving three spaces between your salutation and your typed name
● Use standard margins for your cover letter (one inch margins)
● Center your letter in the middle of the page (make sure that the space at the top and bottom of the page is the same)
● Align all paragraphs to the left of the page