Cover Letter Guide

WHAT IS A COVER LETTER?
• A formal business letter to an employer letting them know that you are interested in a position with their company, your qualifications and the reasons in which they should hire you.
• Communicates both your current capabilities and future potential.
• Grabs the attention of employers/recruiters.
• Allows you to expand upon the experiences listed in your resume.
• Sells your strongest skills and accomplishments.
• Helps get you the interview!

PARTS OF A COVER LETTER
• Heading
• Opening Paragraph
• Second Paragraph
• Third Paragraph
• Signature

OPENING PARAGRAPH
• Why you are writing.
• How you learned of the organization or position.
• Basic information about yourself (education, skills, experience.)

SECOND PARAGRAPH
• USE THE JOB ADVERTISEMENT! Highlight key terms, qualifications and language.
• Demonstrate that you researched the employer.
• Mention specific qualifications which make you a good fit.
• Refer to and further explain relevant items on your resume.

THIRD PARAGRAPH
• Indicate that you are excited to talk with the employer and to learn more about their organization/business.
• State what you will do to follow up.
• State that you would be glad to provide employer with any additional information as needed.
• Thank employer for their consideration.

SIGNATURE
• End the letter with a closing such as “Best regards” or “Sincerely.”

Opening Paragraph Example:
“I am writing because of my interest in the outside sales representative position with ABC Supply Co. Inc in Lakewood, Washington. I learned about the position from your advertisement on Clippers 4 Hire. After reading through the position description, I recognize that my previous education and experience align well with this position.”

Second Paragraph Example:
“You indicate that a requirement for the position is a track record of success in meeting sales goals. After completion of my Associate in Arts Degree in Business, I worked for two years as a sales representative with a regional whole foods company. My efforts yielded success in new business development, and my sales volume consistently met or exceeded company goals. As listed on my resume, I increased company sales by 46% regionally during my first year of employment. I would like to repeat that success with your company, while also utilizing my academic background in science and business. ABC Supply Co. Inc. has a reputation of success in Lakewood and I am passionate about contributing to the company.”

Signature Example:
Sincerely,
[Your signature]

Third Paragraph Example:
“I am confident that through my history of success and my education that I will prove valuable to ABC Supply, Co. Inc. I would like to request a personal meeting to discuss your company’s needs and how I can contribute to them in the future. I will make myself available at your convenience and I look forward to your call. Thank you for your time and careful consideration.”