

# COVER LETTER

City, State, Zip code | Phone Number | Professional Email Address  
(Match this information to the style of your resume so that it's consistent)

Date

Employer name  
Employer title  
Employer organization  
Employer Street  
City, State Zip

Dear (Dr. /Mr. /Ms.) Last Name:

The **first paragraph** should state **why you are writing**. Identify the position you are seeking and the source from which you learned of the opportunity (company website, Hatter Jobs, professor, etc.). If you are inquiring about potential opportunities, describe the type of position you are seeking. Specific statements are far more effective than vague generalities. Specify your interest in and reflect your knowledge of the organization and position. Capture the interest of the reader in these opening lines. This paragraph may be only two to three sentences.

The **second and/or third paragraph** should **make the connection** between the position requirements and your background, skills and experiences. Show from your research why you are impressed with the employer. (Letters that take this specific, marketing-oriented approach are usually far more successful than generic letters. Begin with the position description—what is the hiring manager looking for? Approach your letter from the employer's perspective. Highlight these skills, experiences, and accomplishments. Pick three or four that you can prove you possess.

Do not simply repeat your résumé. Your cover letter serves to draw out themes from your résumé. Outline the strongest and most relevant skills and qualifications you have to contribute. Back up these statements with *specific* examples—offer the reader proof of your skills.

The **final paragraph** should **restate your enthusiasm** and interest in the position, along with a future plan of action. Indicate a fit or match between you and the organization or opportunity. If you provide a follow up date, be sure to do so within that time frame. (Create a system to record what you have sent to whom and when you have indicated you will follow up. Note any follow-up.) If necessary, specify your preferred or most reliable contact information (email, phone, mail). Show your appreciation to the reader for their time and consideration.

Sincerely/Regards/Cordially,

*John B. Stetson*

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## SALUTATIONS

- Use a proper salutation (Dr., Mr., Ms.) For example: "Dear Dr. Jones:" Do NOT use the first name.
- Avoid outdated salutations such as "Dear Sir or Madam" or "To Whom It May Concern".
- All effort should be made to have the letter addressed to a specific individual within a company. If you really, truly can't find the hiring party's name, use their job title or omit the salutation. It's better to say "Dear Marketing Manager" than "Dear Sir or Madam."

## SPACING

- Leave one line between paragraphs
- Leave one line between the last paragraph and the closing
- Leave three lines between the closing and your typed name
- Leave one line between your typed name and enclosure