

COVER LETTERS

The cover letter provides you with an opportunity to introduce yourself and state your objective, personalize your resume, and highlight information that addresses the needs and interests of the employer. Bear in mind that letters you write not only convey your interest and qualifications, but also give the employer an opportunity to observe your attentiveness to detail, spelling, grammar, and the overall quality of your written communication. Flaws in your letters will often be interpreted as flaws in your qualifications.

Address
City, ST Zip Code
Date

Name
Title

- Resumes are only as good as the letter accompanying them. So make sure that you spend some time on your letter and direct it to

TIPS FOR CREATING AN EFFECTIVE COVER LETTER

- Collect your thoughts. Your ideas may not come out logically or sequentially, but write them down. Don't judge and evaluate, simply collect them.
 - Spend time on your letter. As the adage goes, "With part-time effort, you get part-time results."
 - Write a draft, let it cool off overnight, and then rewrite if necessary.
 - Use a strong close, e.g., "After you have had an opportunity to review this letter, I will call you..." Avoid weak endings such as "I look forward to your reply" or "Please call me at your earliest convenience."
 - Limit your letter to one page; a letter is an opportunity to sell, so say something about you, while also focusing on the needs of the employer. Write the way you talk. It should be well-worded, concise, and controlled in the use of the pronoun "I".
 - While a general cover letter can be used, best results come from personalizing each letter to fit the specific circumstances, position, or organization.
 - Ask for opinions, advice, and feedback from friends, a counselor, or someone in the profession. Check spelling and grammar.
 - Avoid cluttered desktop publishing. Business letters should look conservative. If you want to be creative, do so in your choice of words. It should be aesthetically appealing with careful attention to spacing and format. Use letter-quality printer paper or high-quality bond paper. Stick with white, ivory, or off-white.
 - Remember to sign it personally and include your telephone number and email address.
- Don't use someone else's letter. If you are using the same letter for several companies, remember to change the name in the body of your letter.
 - Devise a system to keep track of the follow-up steps you will take and the responses you receive. Most students have found that binders or file folders for organizing the job search and its correspondence are essential.
 - Follow up, follow up. People will call you, but you'll improve your odds dramatically if you follow up your letters with a phone call.
 - Don't mark letters "personal and confidential" unless there is a solid reason why a secretary or an administrative assistant

SAMPLE #2 - Letter of Application in Response to an Internship Listing

Andrea Abre

12345 First Street | Palo Alto, CA 94305 | 650.555.1234 | andreaabre@stanford.edu

Jonson Inc.
123 Fifth Avenue
New York, NY 10019

Dear Hiring Manager:

I am writing to apply for your summer intern position posted on JonsonInc.com. I have experience in fashion journalism through my work with the online magazine *One Line to You* and have a background in event planning through my work as a Marketing Intern this past summer. Currently, I am a junior at Stanford University studying Communication and International Relations and I plan to pursue a career in fashion upon graduation. Jonson would be a great springboard in achieving that goal.

My passion for fashion and art comes from my grandmother who was a fabric designer in New York during the 1940s and 50s. From her, I learned a great deal about color and design. Since the age of 10, I have been consumed by the industry and have studied Vogue, Harper's Bazaar and Elle magazines. In addition, I analyze and examine the work

SAMPLE #3 - Letter Accompanying a Resume for an On-Campus Interview (While not always required, resumes submitted for campus interviews are often accompanied by cover letters. This letter provides you with an opportunity to demonstrate your knowledge of the organization, indicates why you are interested in the position, and highlights your background and experience as it applies to the position.)

2468 College Avenue
Palo Alto, CA 94306

January 10, 20XX

Mr. John Boulton (or if name is not known, Recruiting Staff)
Director, Technical Administration