



Cover Letter Quick Guide

HEADING

- Include date + one line return
- Employer name (if known), title, company name, mailing address+ one line return

TOP HEADER

- Match your resume header for continuity
- Include your name & contact information
- Use an easy-to-read font

Ima Student

Fort Collins, CO 80525 | Ima.Student@university.edu | (999) 555-1234

January 10, 20XX

Jill Delaney
Chesapeake Media Group
Regional Sales Manager
499 East Pennsylvania Avenue
Denver, CO 81209

Dear Jill Delaney:

After speaking with Jocelyn Smith at the Colorado State University College of Business Job & Internship Expo last week, I am excited to submit my application for the Account Associate Intern position. The high level of service that Chesapeake provides its clients through historical and economic resources and relocation guides, matches my own commitment to strong client relations. This commitment, combined with strong public speaking skills and initiative, makes me an excellent fit for this position.

My key accomplishments include:

Client Relations: During a previous Sales Support Internship at Wilson Direct Marketing, I successfully responded to an urgent client need, the client requested changes to their marketing campaign. Within a three-hour window, I prioritized this request, quickly brainstormed strategic solutions, and worked with the client via phone and email to make changes and exceed product delivery expectations. I welcome the opportunity to bring this same level of initiative to Chesapeake Media Group.

Public Speaking: I have been asked to speak in front of classes in group projects, present to student organizations, and to university leadership as a member of the student senate. I understand the need to tailor messaging and offer clear information to strengthen my position and the audience's understanding.

Initiative: One of our members was unable to fulfill his portion of a group project due to a family emergency. I took the initiative to gather the drafts he had submitted, contacted the other team members to distribute the remaining work, and worked through the night to compile our final presentation. The presentation was a success, and the entire team was proud of our ability to collaborate and support each other.

With these experiences, I can contribute to your outstanding record of client service and work to maintain your ranking in the top 5 percent in the nation for publishing revenue. My combined skills in client service and public speaking are certain to add value to the Chesapeake Media Group team. Please contact me at Ima.Student@university.edu or (999) 555-1234 to arrange an interview. Thank you for considering me as a candidate for the Intern position.

Kind Regards,

Ima J. Obseeker

Tip: Use a paint program or a photo to upload your signature!

SALUTATION

- Keep it professional (Mr./Mrs./Ms./Mx) Use first and last name if unsure of gender preference
- Avoid using "To Whom It May Concern"
- Options: Dear Hiring Manager, Human Resources, or department name

INTRO: Get Attention

Info to Include:

- Title of position
- Interest or connection
- Summarize **relevant** qualifications & achievements
- Your fit with the organization

BODY: Prove Yourself

- Use the job posting and share specific examples of relevant skills
- Include 2 or 3 specific examples (*show vs. tell*)

CLOSE: Call-to-Action

- Restate your interest and fit with the position & organization
- Include your call to action: "ask" for the interview
- Convey gratitude and enthusiasm

CLOSING

- Use professional sign off: Sincerely, Kind Regards
- 4 line returns between closing and name; add digital signature

FORMATTING TIPS

- Single spaced, add one space between paragraphs
- File name ex: FullName_Application.pdf
- Spell check and proof read
- Margins 0.8 to 1.0
- Legible font: 10-12 pt size (No Comic Sans/Script)

Cover Letter Worksheet

Jot down ideas to plan your letter

Target Your Letter

- Highlight relevant skills/experiences from the job description
- Jot down notes about your own skills and experiences
- Brainstorm specific example stories
- Jot down notes about why you want to work for the company. How can you help?

Parts of Your Letter

Introduction: Get their attention

- Strong opener
- Where did you hear about it?
- What are you applying for?
- Your value proposition/central selling points
- Why this company?



Body paragraphs: Make your case

Do the paragraphs include?

- Relevant key qualifications, related experiences, transferable skills, strengths
- Specific examples/example stories (show vs tell) (STAR: Situation, Task, Action, Result)



Closing Paragraph: Call to action

- Restate value proposition & thank the reader
- Mention hearing from them/set next step
- Restate contact information



Format & Content Tips

- Use header from resume
- Include the date and company contact information
- Direct letter to specific person (*when possible*). Otherwise use "Dear Hiring Manager" or "Dear HR Representative" (Avoid "To Whom it may concern")
- Use first and last name when unsure of appropriate honorific
- One line return between sections/paragraphs
- Set margins to 1.0 (0.5 at the top if using resume header)
- 4 line returns between closing & name
- Insert signature

Organization: Arranged information logically, identify the main idea of each paragraph, employ useful transitions.

Conciseness: Avoid unnecessary or repetitious words, phrases or trite expressions, leave out irrelevant, repetitive, or unnecessary information.

Concreteness: Use precise details, specific and accurate facts effectively. Use specific examples to describe relevant experiences.

Correctness: Check spelling, grammar, capitalization, punctuation. Check again, and again, and one more time!

