

# COVER LETTER GUIDE

## What is a Cover Letter?



Schedule a Cover  
Letter Review!

A **cover letter** is an introduction of yourself in story form to a potential employer. Your cover letter should be tailored to the employer and to a particular position, aligning your interests, goals, and values to those of the organization. It should also complement your tailored resume for the position of interest, expanding upon your most relevant and most unique experiences.

## Parts of a Cover Letter

**Date:** Always start your cover letter with the full date.

**Employer's Contact Information:** Type the employer's contact information (include hiring manager's name, title, and email address, plus name of organization). Having difficulty locating the hiring manager's information? Contact the organization's Human Resources (HR) department for assistance.

**Salutation:** Address your letter to a specific hiring manager if possible, using the appropriate title of that person (e.g., Mr., Ms., Dr.). Make sure to follow the salutation with a **colon** instead of a comma.

**First Paragraph:** *Clarify Your Purpose* - Specify the position you are applying for and why you are interested in the organization and in that position. Enthusiastically write about your interests, passions, values, and goals to make a good first impression. Briefly mention your educational background to provide context. If there is a specific connection you would like to highlight, such as an interaction with a recruiter, state how you learned of the opening.

**Middle Paragraph(s):** *Make Your Pitch* - Make a case for why you are the best candidate for the position, connecting how your skills and qualities can meet the needs of the position. Provide more details and concrete examples of the most relevant points in your tailored resume. Emphasize the skills and experiences you have gained in your work and explain how you have demonstrated and developed the qualities listed in the job description. Point out a few of your accomplishments that are particularly applicable to the position and speak about how your academic training has prepared you for the position.

**Closing Paragraph:** *Share Your Plan of Action* - Reiterate your interest in the organization and position. Don't be afraid to ask for an interview. Indicate that you will follow up on your application with the individual or team to which your cover letter is addressed. Conclude your cover letter by thanking the reader for considering your application.

PURPOSE



PITCH



PLAN

**Complimentary Close and Signature:** Close your cover letter with "**Sincerely**," followed by your name, phone number, and email address. If you are sending an electronic copy of your cover letter, skip a line after "Sincerely" and type your name and contact information. If you are printing and mailing a hard copy of your cover letter, leave three or four blank lines under "Sincerely," then type your name, phone number, and email address. In the blank space above your typed name, sign your name in black or blue ink.

# COVER LETTER EXAMPLE

September 30, 2022

Mr. Simon Sez  
Hiring Manager  
Sightlines, Inc.  
ssez@sightlines.com

First  
Paragraph:

Clarify  
Your  
Purpose

Dear Mr. Sez:

End the salutation  
with a colon

I was very excited to learn about the opening for a Facilities Asset Analyst at Sightlines. I will be graduating from Columbus State University (CSU) in December with my Bachelor of Business Administration in Economics, and am committed to pursuing a career in financial analysis and consulting. The position at Sightlines seems perfect for me.

Middle  
Para-  
graph(s):

Make  
Your  
Pitch

During my four years at CSU, I have taken courses not only in economic principles and econometrics, but also applied courses in managerial economics where I learned how economic principles can be applied in the business world. My coursework has introduced me to basic accounting principles and to the use of quantitative spreadsheet analysis in making business decisions. I am currently researching a senior thesis about the impact of big-box stores on the prices of consumer goods, which has involved collecting over 90,000 data points on prices in 212 cities around the country. As part of this research, I am combining data management techniques in Microsoft Excel with econometric analysis.

Closing  
Paragraph:

Share  
Your Plan  
of Action

Outside of academics, my internship last summer at the United States Embassy in Paris allowed me to hone my communication and research skills. I was responsible for gathering information from several government agencies and the French press in order to draft regular communications to Washington D.C. I have also had experience working independently and as a team member. For the past three years, my on-campus work as a piano accompanist for the choral program has required me to learn large amounts of music in a short time period while also collaborating with the choir director and section leaders to make each rehearsal and performance successful. This position, as well as my frequent performances as a solo pianist, requires me to perform well under pressure.

I would welcome the opportunity to become a member of your team and would be delighted to discuss the Facilities Asset Analyst position with you.

Thank you for your time and consideration.

Sincerely,

End the complimentary  
close with a comma

Your Name  
Your Phone Number  
Your Email Address