



COVER LETTER BASICS

HIGH LEVEL COVER LETTER FORMAT

Your name
Your mailing address
Your phone number

The date

Mr./Ms. A. Recipient
Title
Company name
Company address

DEAR MR./MS. RECIPIENT:

INTRODUCE YOURSELF

- The lead sentence should state the position you are pursuing
- Mention how you heard of the position or the company
- Explain why you are interested in the job and/or company. This is an opportunity to 1) connect yourself to the company and 2) convey your awareness of what the company does to show that you have done careful research already.



YOU ARE ANSWERING THE “WHY SHOULD I HIRE YOU BEFORE ALL OTHER APPLICANTS” QUESTION IN THIS PARAGRAPH. DRAW THE CONNECTIONS BETWEEN YOU, THE ROLE AND COMPANY.

BODY PARAGRAPHS

- Highlight the most relevant skills and experience from your resume with more detail.
- Make sure to speak to how you meet the job criteria. Try to determine which skills are most important to the role and how you have successfully demonstrated those in the past. Also refer to the “responsibilities or tasks” section of the job ad and again connect how you can successfully carry those out.
- If sending a company a general application, you still want to demonstrate why you are a good match for their needs. Research the company’s values, mission, typical roles, etc. and make the connections between those and your experience, education, and personality.

CLOSING

- Reiterate why you think this role or company is a good fit for you
- Thank the reviewer for his/her time and consideration. State that “you look forward to the chance to explore this opportunity more and how you can be contacted (phone and email) to accomplish that.

Sincerely,

[don't forget to sign your name!]

Type your name here

DO

- Be authentic. When sharing why you think the opportunity is a good fit for you, be authentic about what interests you about the company or role.
- PDF your resume and cover letter into one document (unless instructed differently by the employer in their application instructions).
- Title your document(s) with your name and position or employer you are submitting it to for review.
- Check formatting across a few devices
- Check for spelling and grammar to ensure your meaning is clear.
- Make use of the buddy system and have a friend or professor review.

DONT

- Don't use a standard form letter. If you're using a template, make sure to tailor it to each position and each company.
- Don't oversell yourself.
- Avoid addressing your letter "To Whom it May Concern." Go through the trouble of finding the name and title of the person who will receive your letter.
- Don't use words that you wouldn't use in conversation.
- It's easy to overuse the word "I" in a cover letter. If you are running into this problem, rearrange your sentences.
- Don't repeat what is in your resume- provide more detail and connect examples to the company's need.



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