



Cover Letter Outline

Your name
Your street address
City, State Zip code

Date of letter

Name of contact
Title/position
Name of company
Company's street address
City, State Zip code

- ▶ *Always try to get the name of a specific person to whom you can address the letter so that you can follow up with that person*
- ▶ *Instead of doing mail merges, tailor each cover letter to the individual employer*

Dear Mr./Ms. Last Name:

First Paragraph: Briefly state your reason for writing. Mention the position to which you are applying and where you heard about the position. If you are currently a student or if you graduated recently, mention your school, degree program and major. Conclude the first paragraph with a compelling reason why the reader should consider you for this position. Your statement can show your knowledge of and interest in the specific position/company as well as what you plan to bring to the company, in terms of skills and experience.

- ▶ *Keep your letter focused on what the employer needs, and how your skills and experience can meet those needs, rather than on what you need/hope to gain*
- ▶ *Take the time to research the company to demonstrate your interest and knowledge of the company*

Second Paragraph: In this paragraph you should show evidence that you possess the relevant skills and experience the employer is seeking. Briefly give 2-3 examples from your experiences (including internships and other job experience, academic work, or athletic or school leadership positions) that demonstrate your skills. You can break this into 2 paragraphs if needed.

Third Paragraph: Conclude your letter by indicating that you will follow up with the employer (unless the job description states that the employer does not want any follow up calls/emails). Make sure your enthusiasm comes through in your letter. You can restate your contact information and thank the reader for considering you for the position.

Sincerely,

Sign your name

Your name typed

- ▶ *Remember that your letter is evidence of your ability to communicate in writing and your attention to detail, so always check spelling, proofread for grammar and punctuation, and vary your sentence structure, so that not all of your sentences begin with "I"*

Sample Cover Letter

Lisa Simpson
376 Hale Street
Beverly, MA 01915

March 1, 2012

Mr. Montgomery Burns
College Relations Manager
XYZ Investments, Inc.
500 Tremont Street
Boston, MA 02111

Dear Mr. Burns:

I am writing regarding the Broker Trainee position posted on XYZ Investment's website. In May 2011, I will graduate from Endicott College with a Bachelor of Science in Business Administration, with a concentration in Finance. I believe my previous work experience in financial services, as well as my strong analytical skills and record of excellent customer service will be assets to XYZ Investments.

While an intern at Morgan Stanley, I used a variety of resources to conduct research in order to provide the Financial Advisor with precise and up to date information on specific companies and mutual funds so that he could keep his clients apprised of their portfolios' performance. As a teller at Citizen's Bank, I gained a thorough understanding of the importance of developing relationships with customers. In recognition of processing transactions and resolving concerns accurately and efficiently, in addition to maintaining a friendly and professional demeanor, I was given an award for providing outstanding service to customers.

I am eager to begin my career at XYZ Investments, and believe the combination of the excellent training program offered by your organization, along with my motivation, initiative and skills, will allow me to excel in this position. I will contact you the week of March 11 to follow up on my application and to answer any questions you may have regarding my qualifications. In the meantime, if I can provide you with additional information, please contact me at 978-232-1234 or emailaddress@mail.endicott.edu. Thank you for considering me for the Broker Trainee position.

Sincerely,

Lisa Simpson

Lisa Simpson

Enclosure: resume