

Customizing Cover Letters

You are telling a story that speaks to your **relevant skills, experiences and credentials**, written in a professional format, showcasing your writing skills. The resume is written in an outline format but a cover letter is a narrative highlighting and expanding upon relevant information.

Your Address

Your Address

April 4, 2019

Company Name

Company Address

Company Address

Dear (insert the correct contact person's name here, or if not available, use "Search Committee," "Hiring Manager," "Internship Coordinator" etc.):

Introduction: Identify the position you're applying for and indicate how you heard of the opportunity.

- If appropriate, name drop someone in the company who can say good things about you (from networking you have previously done).
- If appropriate, state the dates you are available (especially for internships).

Your story: Describe how you meet the job qualifications and needs of the employer.

- Outline your strongest qualifications that match position requirements.
- Write short, narrative examples of your skills and experiences that relate to the position – one or two sentences each to provide concrete context for your claims of relevancy. Use keywords from the job ad.
- Provide details of your related experiences and accomplishments – move beyond the generic and into the concrete.

Closing paragraph: Wrap up the cover letter.

- Thank the employer for their time and consideration, and reiterate your enthusiasm for the position.
- Perhaps suggest a plan of action (request an interview; indicate you will follow up in some way during a specific timeframe).

Sincerely,

Your name signed in pen here if hard copy--if emailed, just eliminate these three extra spaces

Your Name (typed)

Look at samples of cover letters for language and content but remember, **use the job advertisement's keywords first.**