

Plan Your Customized Cover Letter

Who is the contact receiving your application? (Name, Title, Company Name and Address)

HINT: Instead of "Dear Hiring Manager," do some internet sleuthing to find the name of the recruiter or dept head.

Name or Title of the Internship or Job? (Include Job Number if in the description)

How did you learn of the position? (CNS Career Center, company website, job fair, recruiter)

What is your personal brand that makes you memorable? How are you different from others in your major? (interdisciplinary, experienced, a people-person, ability to learn software quickly, etc.)

*HINT: You have the info below from doing the "Customize Your Resume" handout.
Relist them here in order of your strongest matches to Employer Wants.*

What Does the Employer Want?

List the skills & qualities in the job description
(or deduce the valuable skills for such a position):

- 1.
- 2.
- 3.
- 4.
- 5.

What's Your Best Evidence Match?

List resume entries, experiences, classes; *anything*
that proves and demonstrates your wanted skills:

- 1.
- 2.
- 3.
- 4.
- 5.

Include all info from the top box in your letter setup, greeting and introductory paragraph. Express excitement and passion for the position and your readiness for it.

In your middle paragraphs, draw explicit links between your experiences and which elements of the job description each fulfills. (e.g. My participation in the DataFest competition gives me direct experience in doing data analysis to enhance sales).

Don't ignore weak or absent skill matches. Explain the closest thing you have done and express a willingness to learn that skill on the job or before it begins. (e.g. I have used Gimp photo-editing software, so I am confident that I could quickly learn to do similar tasks in Photoshop).

