



COVER LETTERS

Your cover letter is the bridge between your resume and the specific job you are applying for. It is NOT a restatement of your resume, but an extension showing how your skills make you the best fit for the position. A well-written cover letter will demonstrate the strength of your communication skills, attention to detail, style, and enthusiasm.

Remember to always:

- **Research the company.** Find out what the company wants and needs and determine why you want to work there.
- **Use action oriented words.** Similar to those in your resume, use words to emphasize your accomplishments.
- **Use key words from the job description.** Some employers use databases with key word finders. Make sure your cover letter gets found!
- **Avoid starting every sentence using "I" or "My."** Doing so may come off as self-involved or presumptuous. Remember, first impressions are lasting!
- **Type each cover letter individually** and write it directly to the appropriate person using his/her title. If no name is given, find the name of the Director of HR or a hiring manager.

FORMAT GUIDELINES

Your cover letter should be one page in length, comprised of 3–4 paragraphs. It should have the same font as your resume and the language should be professional and academic. The cover letter should be addressed to the contact listed on the job description. If no contact is listed, it should be addressed to the hiring manager or the Director of Human Resources (if you can't find anything on the job description or their website, Google it or call the company to find out the last name!)

General Formatting Rules:

- Block format: all parts of the letter begin at the left margin. Do not indent paragraphs.
- Margins: 2 inches for top margin, 1 inch for left/right/bottom.
- Font: Times New Roman or similar font, size 12.

Letter heading:

- Return Address (your full address)
- Date: type out complete name of month and the four-digit year (ex: February 20, 2015)
- Letter Address (the company's full address)



STEPS FOR WRITING YOUR COVER LETTER

Heading and Salutation

- Return address: your, address, email address, and phone number.
- Date: type out complete name of month and four-digit year.
- Letter address: contact name and title, company name, address.
- Salutation: avoid using "To whom it may concern:" or "Dear Sir or Maddam."

Intro Paragraph "Why Them"

- Reference the position title in the first sentence.
- Explain how you found the position.
- Elaborate on why you are interested in working for this company.
- Introduce the key skills, experiences, or qualifications that make you a great candidate. You will be expanding on them in your middle paragraph/s.

Middle Paragraph/s "Why you?"

- Focus on 2-3 of your experiences to discuss the relevant skills and qualifications from the hiring criteria. Remember to use examples!
- Use strong **action verbs** to SHOW rather than tell.
- Be results based—what did you gain or accomplish from each of your experiences?

Closing Paragraph "Next Steps"

- Reference the position and remind them why you are a great fit.
- Express your enthusaism and thank them for considering your application.
- Provide contact information so they can easily follow up with an interview, further discussion, etc.
- Sign your name: "Sincerely,"



EXAMPLES

First paragraph: “Why THEM” — *Tell the employer why you’re writing:*

Please accept my resume in application for the position of (position title) at (company name) , posted on the Fisher College job website.

It was with great interest that I read the announcement for the (position title) position on your company website. This position fits well with my academic and professional (or internship) experience.

Through the Falcon Recruiter database at Fisher College’s Career Services Office, I learned of the criminal justice internship and I would like to apply for the position. Upon reviewing your website I became particularly interested in X’s focus on...

Please accept my resume in application for the position of entry-level sales analyst...

Second and third paragraphs: “Why YOU (for them)” — *Explain why you are pursuing the opportunity. Relate your experiences directly to the job description and the qualifications of the position or the focus of the company. Reference specific qualifications which make you a good fit for the position:*

Currently I am completing my Bachelor’s Degree in Management at Fisher College. My academic coursework includes a concentration in Human Resources. Based off X, Y, Z skills, I am confident that I possess the interpersonal, organizational, and technical skills required of this position.

As a full-time student I have effectively balanced my coursework, a part-time job, and the responsibilities of captaining Fisher’s Varsity Softball team. I have the proven ability to juggle multiple tasks, manage my time, and maintain enthusiasm for any project I take on.

The courses I have taken thus far at Fisher College have allowed me to develop strong written and oral communication skills, the ability to work as part of a team, and effective problem solving capabilities. As an undergraduate, I am interested in working for your organization to gain practical experience and additional knowledge pertaining to my field of study. or... to apply my education in a professional environment.

Final paragraph: “Next Steps” — *Seal the deal and tell the employer that you would like to speak more about your qualifications for the position. Thank the employer for their time and provide your contact information.*

I would welcome the opportunity to meet with you to discuss my qualifications for this position.

I look forward to the possibility of meeting with you to discuss opportunities at... If you require any additional information, please contact me at...

Thank you for considering me for this position.

Thank you for your consideration.



Office of Career Services
careers@fisher.edu
617-236-8838

SAMPLE COVER LETTER

33 Partridge Street
Boston, MA 02116
jdoe@fisher.edu
(617) 555-5555

October 15, 2015

Ronald McDonald
Hiring Manager
ABC Advertising Co.
133 State Street,
Boston, MA 02108

Dear Mr. McDonald:

Please accept my resume in application for the position of Advertising Assistant at ABC Advertising Co. posted on the Fisher College job website. After reading the Boston Globe article about the positive ways ABC Advertising is impacting the Boston community, I knew ABC Advertising was the place for me. I know that with my combined educational background and internship experience I will make a terrific addition to your team.

Last semester I was given the opportunity to intern in the sales and marketing department at WGBH. Through this experience I gained valuable skills that would make me a great asset to ABC Advertising. I learned the importance of ad placement during radio times, mastered the art of selling advertising spots to companies, and most importantly, polished my communication skills by entering and winning a companywide mock interview contest. My experience working closely with a team of eight staff members in the industry allowed me to improve my interpersonal skills while applying the knowledge gained through my educational background as a Bachelor of Arts candidate in Marketing and Communication.

Thank you for taking the time to review my application. This internship experience combined with my ambition, dedication, and ability to learn quickly will make me the perfect fit for the Advertising Assistant position. I look forward to learning more about this position. Additional information can be furnished upon request, please contact me at (617) 555-5555. Thank you for your time and consideration.

Sincerely,

(4 blank lines for your cursive "signature")

Jane Doe