

COVER LETTER

Bring LIFE to your resume!

Cover Letter Do's

- **DO** send a cover letter with every resume that you send to a prospective employer.
- **DO** compliment, not duplicate, the information and word choice listed on your resume.
- **DO** focus the prospective employer's attention to pertinent areas of your expertise.
- **DO** compose your cover letter for a specific person and their specific title whenever possible. Research!
- **DO** use numerous strategies to find out the contact information for a specific employer (online, phone calls).

Cover Letter Contents: There are four sections in a standard cover letter. Each represents a separate part of you to the prospective employer. Make sure you communicate your value and give an appropriate glimpse into your personality.

Section I—The Opening

- Capture the employer's interest. Let them know why you are writing.
- State your employment objective and the position you are interested in.
- Tell them how you learned of the position (a personal referral, web site, etc).

Section II—The Body

- Justify the employer's interest in you "What is your competitive advantage over other candidates?"
- Start with most direct and relevant education and experiences.
- Relate your qualifications to the specific job requirements and organization type.
- Describe your educational and work experiences.
- Show why you are a good **match** with the **needs** of that organization.

Section III—The Schmooze

- Research the organization. Emphasize your respect for the organization. What appeals to you about them?

Section IV—The Closing

- Thank the employer for their time. Provide your contact information and state that you would enjoy the opportunity to meet.

S A M P L E

Roberto Simmons
1106 County Line Road
Evanston, IL 50202

January 2, 2008

Kari Richards
Director
Arise & Affiliates
P.O. Box 431
Chicago, IL 63701

Dear Ms. Richards:

I am writing to apply for the **Communications Associate** position at Arise & Affiliates. I recently saw the opening posted to the Arise web site. My background in writing, research, and web design make me highly qualified for the position.

From my current and previous work experiences, I have honed my skills. Researching and writing a variety of pieces for diverse audiences helped me to effectively target my piece for the reader. As the assistant to the Director at The Memorial Union, I worked with numerous patrons in order to plan their programs and events. From overseeing other staff, I utilized a high level of oral communication skills. Making web sites more accessible to users was a main duty of mine as Program Coordinator at Berkeley. In addition, my familiarity with desktop publishing would be an asset in working with the many Arise publications.

I was very impressed to see the amount of press that Arise offers to their constituents. The Arise magazine itself has a very pleasing layout. I was very excited to see that your organization writes about cutting edge topics for diverse audiences. I feel that my skills in writing, research, and web design would be assets to the Communications Associate position.

I would enjoy an opportunity to speak with you further regarding my qualifications for this position. I can be reached at (847) 555-3474 and via e-mail at professional@aol.net.

Thank you for your time and consideration.

Sincerely,

Roberto Simmons

Enclosed: Resume