



Writing Your Cover Letter

strategies for effectiveness

The purpose of the cover letter is to demonstrate your organizational and writing skills to future employers while distinguishing yourself from other applicants. A cover letter should always accompany each resume you send out, unless otherwise specified.

A cover letter is particularly important if an objective is not included on the resume. The future employer needs to be aware of why you are sending a resume, what position you are interested in, and what exactly qualifies you for the position.

Cover Letter Quick Tips

Target your message. Describe how your skills, expertise, and accomplishments can benefit the employer. Follow standard business protocol. Write clearly and concisely and check your letter for spelling and grammar. Use the same font and paper that you use for your resume. Cover letters should be no more than one page.

Be purposeful. Every cover letter is different, but effective cover letters often provide evidence of some of the following via specific examples: company knowledge, technical knowledge, enthusiasm, communication skills, leadership, teamwork, comfort with deadlines, responsibility, ability to learn quickly, maturity, and self-starting.

Do NOT mass produce. It is especially important to relate your skills and experience to a specific position in a specific organization. Use examples! Incorporate information that reflects your knowledge of the company and the specifics of the job description. Spotlight your accomplishments and measurable results. Consider that each potential employer is looking for different skills and qualities in each applicant and for each position, if applying to more than one position with the same employer.

Send your letter to a specific individual. Ideally, the letter should be addressed to the person who is likely to make employment decisions. It may take some resourcefulness on your part to identify this person, but the letter will be better received.

**available
assistance**

One-on-One Advising is available to discuss your cover letter with a professional career advisor during a 30-minute appointment.

Drop-in Advising is available at Media Career Services. Stop by to get help with your cover letter.

Our Website has even more information to help with your cover letter.