

## Cover Letters

- Cover letters serve as your introduction to a prospective employer. In addition, they provide an employer an overview of your written communication skills and ability to present yourself persuasively.
- Cover letters need to be free of spelling and grammatical errors.
- Some employers consider the letters more important than your resume.
- Address the letter to a specific person. Call the organization and ask for the name/title of the person who should receive your letter.
  
- The opening paragraph should state why you are writing, the specific position you are seeking, and how you learned of the position.
- Include why you are interested in the position or company. If someone referred you, this would be the place to mention the referral.
- Research the company and customize your letter to fit their needs, not yours.
- Sell yourself! State your reasons for wanting to work for this particular employer.
- Present your skills, experiences, interests and strengths so the reader feels you are qualified for an interview.
- Elaborate on the information in your resume and match your qualifications with the job description.
  
- Try to stay conversational and avoid starting every sentence with "I".
- Limit your letter to one page. Be straight-forward and to the point.
- Refer to your resume for additional details.
- State your desire for the opportunity for an interview.
- Thank the employer for considering you as a candidate.
- Provide alternate contact information (cell phone or email) if included on your resume.
  
- Most electronic resumes/cover letters should be sent in Microsoft Word (.doc) or Adobe Acrobat Reader (.pdf).
- Check spacing and page alignment if you are pasting from a Word document.
- Even with email correspondence, you must project a professional image. This is not the same as typing to your friends and family.
- Use proper grammar, spelling, punctuation just as you would with a paper version of you letter.

*Career Education Office, located in the University Library, 314-529-9375*  
[career@maryville.edu](mailto:career@maryville.edu) and [www.maryville.edu/careered](http://www.maryville.edu/careered)



## Example Cover Letter

1234 Apple Lane  
St. Louis, Missouri 63141  
September 10, 2007

Jane Johnson  
The Best Company Ever  
567 Easy Street  
St. Louis, Missouri 63118

Dear Ms. Johnson:

This letter is in response to the Marketing Internship position at The Best Company Ever that I saw posted in the *Career Connections* at Maryville University on September 1, 2007. I am interested in The Best Company Ever because of your innovative market research techniques and for your multiple award-winning marketing campaigns. I believe that my qualifications match the basic requirements listed in the announcement.

As highlighted in my resume, I have experience in basic marketing campaigns. At ABC Advertising, I assisted with conducting research for five new products the company hoped to launch. I was able to apply techniques learned in the classroom in an active research capacity. This experience, along with my coursework, provided me with a solid foundation in research and analysis. I feel that I could apply these skills and make a positive contribution to your staff.

In my other roles as a Sales Associate and a Marketing Intern, I was also able to refine my interpersonal and communication skills. My customer service attitude has been recognized by evidence of the "Sales Person of the Year" award I earned. In my previous internship, I put "life" in the brochures that I developed and in the end cap displays that I designed. My supervisors have commented on my flexibility to work well independently as well as part of a team.

I welcome the opportunity to discuss the Marketing Internship position with you. Please feel free to contact me on my cell phone at (314) 123-4567 to schedule a time to meet. Thank you for your consideration. I look forward to hearing from you.

Sincerely,

*Steve Jefferson*

Steve Jefferson

Enclosure