



SOUTHERN ILLINOIS UNIVERSITY
**CAREER DEVELOPMENT
CENTER**

The purpose of a cover letter is to “introduce” your résumé to the employer. It is particularly important because it highlights your most significant qualities directly applicable to the position for which you are applying. It also serves as a demonstration of your written communication skills to the prospective employer.

The Do's:

- Make sure you know and understand the employer's needs and requirements for the position. Next, organize information and examples, which demonstrate how your background, training, work experience, and abilities can meet those needs.
- Research the employer's organization and personalize each letter.
- Briefly highlight one or two most significant accomplishments or abilities to show you are an above average candidate.
- Use a polite, formal style, which also demonstrates both self-confidence and respect for the employer. Be clear, objective and persuasive. No texting abbreviations
- Use powerful action verbs to hold the employer's interest and convey a sense of energy and enthusiasm.
- Use string topic sentences to tie information together in an organized fashion.
- Close the letter with a plan for follow-up action. Be proactive and ask for an interview to further discuss your qualifications for the position
- Write to a specific person.
- Send an original cover letter for each job application.
- Provide information that reflects the reader's interest. (Relate ways you can meet their needs.)
- Proofread!
- Be honest and sincere. Give an impression of modest confidence.

The Don'ts:

- Do not call attention to any weakness or cause uncertainty about your confidence or ability to do the job.
- Do not go over one Page.
- Do not use a duplicated form letter.
- Do not overuse the pronoun “I.”
- Do not repeat the same material that is in your resume, but do refer to your resume.
- Never use company stationery.



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Sample Cover Letters Sample Cover Letter – Format

Your email address

City, State Zip

Date of writing

Name

Title

Company

Street Address

City, State Zip

Dear Mr./Ms./Dr.:

1st paragraph - Explain why you are writing; identify the position and your source of information. Indicate in summary form your strongest qualifications for the position using a series of phrases.

2nd paragraph - Outline your strongest qualifications in more detail and show how they match the position requirements. As much as possible, provide evidence of your related work, extracurricular, and academic experiences and accomplishments. Refer to your enclosed resume.

3rd paragraph - Convince the employer that you have the personal qualities and motivation to succeed. Relate your interests and qualities to your knowledge of the company.

4th paragraph - Request an interview and indicate how and when you can be contacted. Suggest that you will call at a specific time to discuss interview possibilities. Thank the reader for his/her consideration.

Sincerely,

Signature

Enclosure



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Sample Cover Letter – Content

student@anemail.com
Carbondale, Illinois 62901
July 23, XXXX

Ms. Jane Doe
Manager, Marketing Department
Consumer Goods Inc.
8910 Nowhere Drive
St. Louis, MO 63101

Dear Ms. Doe:

Please find my resume enclosed in response to the advertisement in the Career Grapevine on July 21, XXXX, for an Account Executive. The position appears to fit very well with my education and career interests.

As my resume indicates my background has included various marketing experiences. As a part-time Sales Representative for the Daily Egyptian, I handled accounts for numerous departments on campus. In addition, I was responsible for the marketing of two major ad campaigns including the Special Olympics and the Red Cross Blood Drive. Finally, during my internship last summer at Walt Disney World, I achieved superior marketing skills while assisting customers in various areas of the MGM studio.

I know that CONSUMER GOODS is the leader in the industry. A recent article in the June 5th issue of Business Week indicated that your company continues to outshine the competition in the development of innovative marketing techniques, while continuing to be responsive to your customers' needs. I am extremely excited about the position at CONSUMER GOODS and believe that with my education and experience, I can make a major contribution to your company.

I welcome the opportunity to discuss your needs and my qualifications in detail and will contact you the week of August 2 to see if we can arrange a meeting at your convenience. In the meantime, please feel free to contact me at 618-549-8069 or student@anemail.com if you have any questions or require any additional information. Thank you for your time and consideration. I look forward to talking with you soon.

Sincerely,

Nita Job

Enclosure