

1367 Main Street  
Traverse City, MI 49684  
231-123-4567  
jjobseeker@mail.nmc.edu

Today's date

James Hire  
Successful Signs  
1555 Busy Street  
Traverse City, MI 49686

Dear Mr. Hire,

Opening paragraph (Attention)

Include title of the job for which you are applying and where you saw the job posting. If this is your dream job, say that.

Supporting paragraphs (Interest, Desire, Skills)

Experience, examples, what you would bring to the business.  
Connect to the job posting, if available.  
Remember the employer – how will you be an asset.

Closing paragraph (Action)

Thank you, resume included, if you will follow up, express interest again, or state one last time why you would be an excellent hire.

Sincerely,

Joseph Jobseeker

\*\*Proofread, proofread, and proofread! If you need help, check out [www.collegecentral.com](http://www.collegecentral.com),  
[www.quintcareers.com](http://www.quintcareers.com), [www.themuse.com](http://www.themuse.com) and [www.nmc.edu](http://www.nmc.edu).

# Creating a Cover Letter:

A cover letter is your chance to sell yourself to your potential employer. It works with your resume to give supporting information and greater detail about why the employer should hire you.

## **Type of cover letter:**

- Is it directed at a specific job with a job posting? This is easier because you can use the posting to see what the employer wants.
- Is it a cold contact for a possible, unlisted opening? This is harder and requires more research about the industry and the employer.

## **Formatting – same font as resume, should feel compatible**

- One page in length
- Consider a block business letter format – your contact information, followed by the date, and the company contact information, including a contact person’s name.
- Introduction is to a person - Ms./Mr., Hiring Manager. Not “To Whom It May Concern”.

## **Content – if using a job posting, connect with the requirements listed**

- Opening paragraph has
  - Posted position title
  - Name of source where post was found
  - Enthusiasm for position and for being considered
- Supporting paragraph(s) have
  - Several connections to specifics in the job posting that support client’s skills
  - Address the skills in the job description directly. The employer is telling you what they are looking for in a new hire. Tailor your cover letter to these areas. Use examples of when you were successful that relate to the job you want.
  - What can you do for the employer? Why would you be a good employee?
- Closing paragraph tone
  - Polite and gracious
  - Ask for interview or express hope for future contact
  - Follow-up by client?
  - Restate your potential value and be enthusiastic
  - Resume included

## **Final thoughts:**

- Write and then edit! Make your case/tell your story and then take out what is not needed.
  - Voice should sound interested and engaged.
- This is your first introduction to this employer – are you communicating effectively?
  - Make your case for why you are the right choice.