

What is a Cover Letter?

Milestone 3
PROMOTE
Develop Your Brand



What is a Cover Letter?

- Introduces you and your resume to a prospective employer
- Provides employers with important information concerning who you are and why you are applying for a particular position
- Focuses on your skills, knowledge, interests, experiences, and work habits related to the position sought
- Well written cover letter can be the reason someone brings you into an interview
- Most standard cover letters are 3-5 paragraphs depending on your experience

Cover Letter Rules

- Use a block style business letter format and keep it to a single page (*see graphic*)
- Always tailor your cover letter to a specific company by showcasing your knowledge of the company
- Point out your major “selling points” from your resume that strongly match the job description
- Stand out in a cover letter by demonstrating excellent writing skills
- Use the job description to identify the aspects that a given industry or company is looking for and list the experiences and skills you possess that “answers” their interest
- When addressing the contact of the position, be sure to make this as personalized as possible. Do not say “To whom it may concern”, instead do your research using resources, like LinkedIn, to find the point of contact . Address the contact using “Dear Mr./Ms./Dr. Jones:”.

Block Style Cover Letter

Anita Diaz
123 Street Rd. | Greensboro, NC 27410 | (555) 555-5555 | anitadiaz123@gmail.com
October 8, 2019
Bill Glover Jr., Vice President
Glover Marketing Group
8910 Main Street, Suite 408
Greensboro, NC 27406
Dear Mr. Glover:
After speaking with Mr. Doe, VP for Sales about Glover Marketing Group, I am very interested in the Public Relations Internship. I will be graduating from UNC Greensboro in May with a major in International Business and am seeking an internship where I can apply my education, technology skills, and multicultural perspective.
As you will note in my resume, I participated in the College Internship Program at Walt Disney World (WDW). I significantly improved my interpersonal communication skills while successfully maintaining customer loyalty. I interacted with hundreds of guests of varied backgrounds on a daily basis, providing them with service to effectively meet their needs and keep the “magic.” While at WDW, I developed valuable transferable skills and plan to use this background with your international clients.
In addition to my internship, studying abroad gave me the ability to communicate cross-culturally and gain insight into international business etiquette. In a class project, my group developed a marketing strategy for a company’s new product. We conducted research and compiled results in a presentation and recommendations. As the facilitator, I delegated tasks and assigned positions. We even earned an A on the final project. For more on our project, check out my LinkedIn profile.
I would love the opportunity to discuss the Public Relations Internship with you further in a personal interview. I believe that with my prior experience and skills, I would be a tremendous asset to your company. Thank you for your time and consideration.
Sincerely,
Anita Diaz
Anita Diaz

This is your opportunity to share your story by showcasing your strengths and experiences!



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Emailing a Cover Letter

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Emailing a Cover Letter

Communicating professionally is essential when exchanging emails with potential employers. You can save your cover letter as a PDF and attach it with your resume separately in the same email **-OR-** you could make the body of your email your cover letter. Below are some tips to ensure that your email etiquette is always professional.

Subject Line

Always include a specific subject line that is related to content of the email:

- “Application from Joe Smith for job #573”
- “Referred to you by LeAnne Crate at UNCG”
- “Question about internship from a UNCG student”
- “Request for informational interview from UNCG Media Studies major”
- “Application for Marketing Internship (#622)”

If You’re Emailing a Cover Letter...

- Don’t start your cover letter with “Hey” or “Hi” if you’re communicating with someone for professional purposes
- Address point of contact using “Dear Mr./Ms./Dr. Jones:”
- Proofread and send yourself a copy of the email before sending it to the employer, to ensure attachments and content is in the correct format
- Use appropriate grammar, spelling, sentence structure and paragraphs in the email and cover letter

Email Style Cover Letter

Subject: Application for Retail Management Trainee position

Dear Ms. Smithfield:

I am interested in the Retail Management Trainee listed on Handshake. I have researched Target’s web page and I am very impressed with your commitment to guest service and your employee development training. I will be graduating from UNC Greensboro (UNCG) in May and am pursuing a retail management position. As you will note in my resume, I have had meaningful experience in retail sales and customer service. My positions at The Gap and Lucky 32 have given me the ability to work with a wide variety of clientele. I seek to always improve a customer’s experience and value being able to help others. As a management trainee, I would utilize my strong communication skills to work with customers and my team.

In addition to my work experiences, I have experience in leadership and management. As President of Alpha Chi Omega Sorority, I had the opportunity to create a fundraiser for our philanthropy, Make-A-Wish Foundation. Through coordinating the event logistics, marketing the event to the students at UNCG, and managing my sorority sisters to volunteer, I increased my management skills. The event drew a record attendance and brought me a personal sense of accomplishment. I am looking for an opportunity to further develop in this way and believe the Management Trainee program can provide that.

I would love the opportunity to speak with you regarding this position. Should you need additional information, please call me at (336) 545-5454. Thank you for your consideration. I look forward to speaking with you.

Sincerely,
Natasha Gomez



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Cover Letter Approval Checklist

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To be approved in Handshake, the cover letter must meet the following guidelines:

Appearance and Format

- Cover letter is one page in length and in business letter formatting
- Cover letter is written for a specific position
- Language is professional and there are no grammatical or spelling errors
- Standard font (such as Times New Roman, Arial, Palatino) and sizes (10–12pt.) used; matches resume

Contact Information

- Your contact information is first, followed by the date
- Address of the company is below the date and above the body of the cover letter
- Greeting indicates name of appropriate contact and ends with a colon (i.e. Dear Mr. Jones:)
- If no name can be found it is addressed Dear Search Committee or Dear Hiring Manager (not To Whom it May Concern)

Introduction Paragraph

- Includes reason for applying and how you learned of the job opening
- Summarizes strongest qualifications by emphasizing relevant skills that you bring to that company/organization
- Demonstrates interest in the company/organization and the position

Body Paragraphs (1-3 paragraphs)

- Clearly shows knowledge of the company and the position
- Uses specific examples from past work/volunteer/education to demonstrate how your qualifications match the organization's needs
- Utilizes action-oriented verbs to communicate past accomplishments
- Focuses on how your experiences/skills can help the organization accomplish its goals
- Does not duplicate content word for word from the resume
- Conveys enthusiasm for the position
- Avoids repetitive phrasing (Not every sentence begins with "I" or "My")

Conclusion Paragraph

- Expresses interest in an interview
- Includes contact information for the employer to contact
- Thanks the recipient for their time and consideration

Closing

- Signs off with a professional closing (i.e. Sincerely,)
- Includes signature (a script font or photo of signature preferred)



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Cover Letter Template

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Your name (You can also put your Resume Header here in place of your information)
Your street address
City, State, Zip Code

Date

Ms. Jane Employer
Title
Organization
Street Address
City, State, Zip Code

Dear Ms. Employer:

Introduction paragraph: Gain the attention of the reader by introducing yourself. Begin with a sentence describing you—your major, school, and status (seeking full-time, internship, part-time). Tell why you are writing; name the position, field, or general career area in which you are interested. If you were referred by a mutual contact, immediately explain the connection and tell how you heard of the opening or organization. Mention any connection you have to the company. Mention why you want to work in this geographic area, especially if applying to positions out-of-state or outside the Triad.

Body paragraphs (1-3 paragraphs): You can split this paragraph into two to three paragraphs to address your interests and qualifications. Your first body paragraph can demonstrate why you are interested in working for the company. Tell why you are particularly interested in the employer, location, or type of work. This demonstrates that you know about the company and the job description specifically.

The second paragraph highlights why the company should choose you. Mention one or two of your qualifications that you believe will be of greatest interest to the organization, gearing your remarks to their point of view. If you have related experience or specialized training, be sure to point it out. Refer the reader to your attached resume for additional information concerning your background and qualifications. Many times you want to include multiple stories and examples. Just keep it to one page.

Conclusion paragraph: Close by reiterating your strengths, skills, and expertise. Summarize your key qualities. Express interest in speaking further. Provide your contact information (phone number and email address). Lastly, thank the employer for his/her consideration of your application materials.

Sincerely,

Your Signature

Your Typed Name

Take a photo of your signature and scan it into MS Word as a .jpg to place in your cover letters.



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Cover Letter Example

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Dear Mr. Glover:

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As you will note in my resume, I participated in the College Internship Program at Walt Disney World (WDW). I significantly improved my interpersonal communication skills while successfully maintaining customer loyalty. I interacted with hundreds of guests of varied backgrounds on a daily basis, providing them with service to effectively meet their needs and keep the "magic." While at WDW, I developed valuable transferable skills and plan to use this background with your international clients.

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Cover Letter Email Example

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