

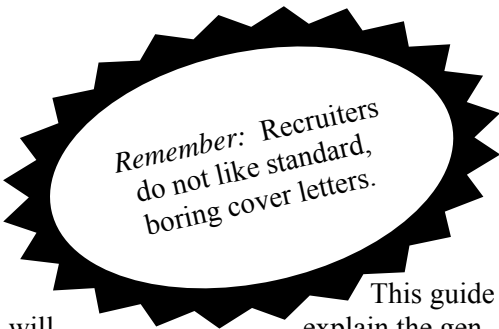
# Guide to Cover Letters And Other Written Correspondence

## What is a Cover Letter?

- A sample of your written communication skills
- An introduction to a prospective employer.
- In general, it outlines your interest in the position and organization, specifies the skills you have, and gives one or two relevant experiences or examples.

### How Do I Begin?

It should be brief (no more than one page) but provide enough information to entice the recruiter to read your resume and give you an interview. Recruiters can pick out a generic or formula cover letter very quickly.



*Remember: Recruiters do not like standard, boring cover letters.*

This guide will explain the general components of cover letters but you should adapt your cover letters as needed to show that you are qualified and unique candidate.

### Things to Include

#### FIRST PARAGRAPH

State your reason for writing and how you learned of the opening. Capture the reader's interest! Demonstrate your knowledge of the employer. Do some company research - look in newspapers, magazines, company literature in the Career Resource area, Hoover's ([www.hoovers.com](http://www.hoovers.com)) on the web, etc.

#### MIDDLE PARAGRAPH(S)

Mention why you are interested in the position and the organization. Briefly describe your qualifications. If you are a recent graduate, explain how your academic background makes you a qualified candidate. If you have had practical work experience, point out your specific achievements or unique qualifications.

Relate yourself to the company; explain why you are a good candidate. Be sure to refer to your resume but try not to repeat the same information as listed on your resume. Instead, elaborate on one or two positive significant experiences or achievements.

You may want to refer to the position requirements and describe one or two qualifications or experiences in each area. For example, if the position requires group presentations and you have spoken in front of large groups, emphasize this information.

#### FINAL PARAGRAPH:

Indicate your interest in a personal interview. You may want to suggest dates and/or times or mention your flexibility as to time and place for an interview. Finally, close your letter with a statement that will encourage a response.

#### COVER LETTER POINTERS

- Address the letter to a specific individual. If you are not sure to whom to address it, contact the company to find out the name of the hiring official, verify the spelling of his or her name, and the correct title. If a name is not available, address your letter to the position (i.e., Dear Personnel Director or Dear Manager).
- Use matching paper for resume, cover letter, and envelope.
- Customize your letter for each employer. Mass produced letters are easily detected and show a lack of sincere interest.
- The tone of the letter should always be positive and confident.
- Sign your letters with black ink.
- Avoid negativity, boasting, exaggeration, insincerity, and inconsistency.
- Take time to demonstrate enthusiasm and creativity, but avoid statements like, "I'm dying to get a PR job."

# Sample Cover Letter - Application

**Siegfried N. Roy**

One Trinity Place #234 • San Antonio, Texas 78212  
(210) 234-5678 • Siegfried.Roy@trinity.edu

September 8, 2005

Lillian Lynx  
Director of Personnel  
Tiger Marketing Company  
One Stadium Circle  
San Antonio, Texas 78228

Dear Ms. Lynx:

In response to the Management/Sales Trainee position you posted on August 25<sup>th</sup> on TigerJobs, I would like to submit my resume for your consideration. I am confident my education and experiences have prepared me well for a position in a dynamic organization such as yours.

As you can see from the enclosed resume, I will be graduating in May from Trinity University with a degree in business administration with a concentration in marketing. My coursework for this major has helped me learn the basic principles, including sales, management and marketing. Moreover, my education has helped me sharpen the communication and teamwork skills necessary to be a manager with Tiger Marketing Company.

In addition, please note my experience in retail sales at Electronics, Etc. In this position, not only was I able to improve my sales technique and customer service skills, but I also learned how to work within a large retail environment. I have also spent much time at Trinity working on campus as a student assistant in Career Services. During this time, I learned the importance of building positive relationships with my co-workers, as well as meeting the daily challenge of providing exceptional customer service to our diverse constituents. I am confident these experiences have given me a solid foundation for a position with Tiger Marketing Company.

I would appreciate the opportunity to speak with you regarding the Management/Sales Trainee position. I will call you late next week to discuss this possibility or you can reach me at (210) 234-5678. Thank you for your consideration.

Sincerely,

*(Remember to sign!)*

Siegfried N. Roy

Enclosure

## Structure

Remember to structure your letter with three or four paragraphs.

### 1st Paragraph

Identify the position you are applying for and your source of information. Articulate why you would be a good match for the organization and job. Let the employer know what expertise and skills you have to offer.

### 2nd & 3rd Paragraphs

Use this paragraph to outline your strongest qualifications. Keep in mind the position requirements and provide specific examples of your related experience. Make reference to your enclosed resume.

### 4th Paragraph

Close with a suggested action plan. Indicate that you will be in contact within a specific time period. Make sure to follow up as promised. Express appreciation to the reader for his/her time and consideration.

### Cover Letter Tip

Always keep your reader in mind. Make your letter easy to read.

# Sample Cover Letter - Prospect

Tai Guhr-Cubb  
One Trinity Place, #456  
San Antonio, Texas 78212

February 2, 2006

Ms. Tiffany Cook  
Staffing Coordinator  
ESPN Plaza  
Bristol, CT 06010-9454

Dear Ms. Cook:

In response to the summer internship position posted in *Internships Online*, I would like to submit my resume for your consideration. I am confident my education and experience qualify me for an internship with your company.

While I believe I can be an asset to your company in a variety of areas, my strong interest lies in production. As a rising junior at Trinity University majoring in communication, I have the opportunity to study and apply the principles of media and production. In addition, I've had real world experience at our campus television and radio stations. During my first year at Trinity I was a crew member for *Trinity Today*, a televised campus talk show. I had the opportunity to learn a variety of different positions and participate in the process of creating a live show twice a week. This year I am the Associate Producer for the show, and I assist in planning the show, creating edited segments, and supervising the crew members while also running the Chyron text generator. I also spent a semester as a DJ at KRTU 91.7 FM, Trinity's noncommercial jazz station. I was on air for two hours every Wednesday afternoon taking requests, introducing songs, and reading underwriting advertisements.

My interest in this area is so strong, I have been involved the field since high school. I took a Broadcast Journalism class as a junior and again as a senior. I learned the basics of lighting, filming, and editing a news show, and I spent much time on-camera as well, covering both announcements and sports. In high school I also began doing contract videography for special events, a practice I still maintain. I have taped, edited, and sold copies of plays, church cantatas, campus activities, and Relay for Life events.

I believe I can be of service to ESPN and would welcome the opportunity to interview with you. Thank you for your consideration of my credentials. If you have any further questions please contact me at 210/999-3210 or [Tai.Guhr@trinity.edu](mailto:Tai.Guhr@trinity.edu).

Sincerely,

Tai Guhr-Cubb

Enclosure

# Additional Correspondence Letters

There are several types of correspondence letters in addition to prospect and application cover letters. Below are five types of written correspondence that are also important to the job search process.

## Thank You

- Purpose: To express gratitude to an individual for an interview, reference letter, referral, etc.
- Components: Expression of appreciation  
Highlight of your qualifications for the position  
Emphasis of continued interest in the position and employer  
Commitment to a specified time to contact the employer for an update on the status of the position  
Offer to provide any additional information not previously provided
- Suggestions: Demonstrate enthusiasm without appearing overly eager  
If interviewed by a search committee be sure to get the names of all the committee members  
Although gratitude may be an intimate emotion, keep letters to interviewers professional  
This is a good time to briefly mention supplemental information that was missed during the interview  
Be warm and personal

## Acceptance

- Purpose: To officially accept an offer of employment
- Components: *Brief* expression of appreciation for the offer  
Reassurance of commitment to the employer/position  
Confirmation of logistics (starting date, time, etc)
- Suggestions: Keep it short and simple

## Withdrawal

- Purpose: To express a discontinued interest in the position
- Components: Statement of gratitude for consideration  
Generalized explanation for the withdrawal
- Suggestions: Detailed reasons for withdrawal are not necessary  
Maintain a cordial tone

## Rejection

- Purpose: To express disinterest in an offer of employment
- Components: Statement of appreciation for the offer  
Generalized explanation for declining the offer
- Suggestions: Maintain a cordial tone  
Be professional

# Sample Thank-You Letter

**Siegfried N. Roy**

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One Trinity Place #234 • San Antonio, Texas 78212  
(210) 234-5678 • Siegfried.Roy@trinity.edu

November 12, 2005

Lillian Lynx  
Director of Personnel  
Tiger Marketing Company  
One Stadium Circle  
San Antonio, Texas 78228

Dear Ms. Lynx:

Thank you for taking time yesterday to discuss with me the opportunities at Tiger Marketing Company. I enjoyed our discussion and the tour of your operations here in San Antonio. The Marketing Coordinator position with your organization sounds like an ideal match for my education and skills. I was very impressed with the company literature and annual report you shared with me. It is clear you have an energetic staff that is dedicated to making your organization the fastest growing marketing company in the Southwest.

Especially exciting was the upcoming marketing project that you described. My marketing internship, along with my writing, public relations, and computer skills, match well with the tasks you described as necessary to get the project up and running. I would enjoy being a part of your team.

It is my understanding that you will be getting back with me sometime within the next two weeks. If I can provide any additional information in the meantime, please contact me at 210/234-5678. I look forward to the possibility of working with you.

Sincerely,

*(Remember to sign!)*

Siegfried N. Roy

# Sample Acceptance Letter

**Siegfried N. Roy**

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One Trinity Place #234 • San Antonio, Texas 78212  
(210) 234-5678 • Siegfried.Roy@trinity.edu

January 18, 2006

Lillian Lynx  
Director of Personnel  
Tiger Marketing Company  
One Stadium Circle  
San Antonio, Texas 78228

Dear Ms. Lynx:

This letter is a formal acceptance of the position you offered me last Friday in your marketing department. I believe that I am well qualified for this job and that my experience will bring a lot to this department.

According to the discussion we had, I will begin on Wednesday, September 15th at 7:30 am. My employee forms are complete and I will return them to the human resources office by the end of this week.

Thank you for giving me this opportunity to work with the Tiger Marking Company. I look forward to meeting the rest of the staff soon.

Sincerely,

*(Remember to sign!)*

Siegfried N. Roy

# Sample Withdrawal Letter

Benita Bengal  
One Trinity Place #789  
San Antonio, Texas 78212

September 2, 2004

Kaleb Johnson, Director  
Museum of Wild Cats  
12345 Triggs Plaza, Suite 678  
San Antonio, Texas 78228

Dear Mr. Johnson:

Thank you for considering me for this position. I appreciate you taking the time to review my qualifications and invite me in for an interview. Unfortunately, I have decided to withdraw my application based on recent changes to my employment status. After much contemplation I have chosen to accept an offer of employment with another museum for several reasons, but mainly the geographic location.

Thanks again for selecting me as a candidate. I hope that your search goes well and that you are able to find your ideal candidate for the position.

Sincerely,

*(Remember to sign!)*

Benita Bengal

# Sample Rejection Letter

**Tina Tigress**

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One Trinity Place, Box 123 • San Antonio, Texas 78212 • 210-999-1223 • Tina.Tigress@Trinity.edu

August 24, 2005

Santiago Sanchez, Director of Human Resources  
Puma Foundation  
One Stadium Circle  
San Antonio, Texas 78228

Dear Mr. Sanchez:

I enjoyed the opportunity to meet you and your staff during my interview last week. During the interview I was able to learn more about your office and obtain a better idea of what this position entailed.

After further consideration I have realized that it would not be in the best interest of your organization or myself for me to accept this position. Our values differ greatly on certain matters and I believe this would restrict the effectiveness of my contributions to the Puma Foundation

I appreciate your offer to work with such a prestigious and successful foundation. Under different circumstances I would gladly accept this position but at this time I am hopeful that the person you hire will be a much better match. Thank you.

Sincerely,

*(Remember to sign!)*

Tina Tigress