Your name
Your address

Date

Employer’s name
Employer’s address

Dear [employer’s name],

First Paragraph
• Introduce yourself.
• State the position title, job number and where you saw the ad (include date).
• Indicate if someone recommended you. Hint: general referrals come from family or friends who know someone at the prospective employer’s company.
• You should always get approval from your referral to use their name in your cover letter.

Second Paragraph
• Indicate your interests – include your career interests and your interests in the specific organization.
• Identify with the product/service (personal experience with the company).
• What you read or heard about the employer – only positive things.
• Discuss opportunities to practice your profession.

Third Paragraph
• Highlight why the employer would be interested in you.
• Some things to talk about: experience, academic credentials, honors. This is not a rehash of your resume. Include items not specifically covered in your resume.
• Key points from your resume (elaborate on them; tell a little story).
• Keep statements factual.

Fourth Paragraph (If applicable)
• Can provide explanations for what is on their resume (example: low GPA – you worked while in school).
• Always make positive statements about your credentials.
• Don’t ever say you meet the company’s criteria – only what you can do.

Final Paragraph
• Indicate the follow-up you plan to do (call to provide further information, arrange an interview, find out job specifics).
• Thank the person for their time and consideration.
• If you indicate that you will contact them in the near future, you need to make sure you do it!

Sincerely,

Your name