

Cover Letter aka Letter of Application Outline/Format

Responding to an advertised position

Your Street Address
City, State, Zip Code
Date

Cover Letter Tips

- On same paper & in same font as resume
- No longer than one-page
- Typically 3-5 paragraphs
- Give each paragraph a focus/theme

<1-2 line spaces>

Employer's Name, Title
Company/Organization
Street Address
City, State, Zip Code

<1-2 line spaces>

Dear _____: ←

- Addressed to a specific person if possible. Call for a name. Use Mr. or Ms.
- If unable to get a name, use a title - Dear Personnel Director,
Dear Production Manager

<1 line space>

INTRODUCTION (1 paragraph) includes:

- Why you are writing - Position you are applying for or inquiring about
- Source of referral, if any (Ask permission to use the person's name)
- Why you are interested in that position and/or the organization. Don't say that the opportunity will help you develop your skills or career. It's about what you can contribute to their organization.
- State that your resume is enclosed

<1 line space>

MAIN BODY (1-3 paragraphs) includes:

- Your qualifications and accomplishments pertinent to the position and/or the organization's needs
- Concrete examples of your skills and experiences
- What you can do for the organization
- What you know about the company/organization/field

<1 line space>

CLOSING (1 paragraph) includes:

- Statement of appreciation
- Date you will follow-up with additional information (which could include meeting times)
- Phone number/email and best contact methods
- Give specific date you will call to request an interview or meeting--optional

<1 line space>

Sincerely,

<2-3 line spaces>

Your Name (Signature directly above it)

<1-2 line spaces>

Enclosure

1212 Park Street #2
Milwaukee, WI 00000

July 15, 2009

Mr. Pat Thomas
Human Resource Director
ABC Corporation
7709 West Broadway
Milwaukee, Wisconsin 00000

Dear Mr. Thomas:

I am writing to apply for the assistant product manager position which was advertised in the June 10th edition of the *Milwaukee Post*. My previous experience with marketing and product promotion and my competencies with media advertising will allow me to contribute to the on going success of ABC Corporation. A resume of my background and skills is enclosed.

As an assistant manager for an appliance store, I gained experience in the areas of marketing development, implementation and evaluation. I was responsible for analyzing and evaluating marketing trends for future product promotions and assisted the store manager with the development and implementation of a direct mail promotion for the store's annual "Summer Blowout Sale". The event resulted in over \$100,000 in storewide sales. The position required strong computer, problem-solving, analytical and organizational skills.

I am aware that ABC Corporation is new to the athletic apparel industry and has seen rapid growth in the Midwest. To continue this growth, successful communications to customers via various media will be important. I have two years experience working with the local media for advertising store promotions. Class projects developing and using e-commerce technology and other media packages to reach customer markets were a part of my academic program.

I would appreciate the opportunity to speak with you to discuss the assistant product manager position and my future with ABC Corporation. Thank you and I look forward to hearing from you.

Sincerely,

John Doe

Enclosure

Responding to an advertised position including salary requirements

2650 N Richards Street
Milwaukee, WI 53212

April 16, 2009

Ms. Kristina Lieske
Talent Acquisition Specialist
Barnes Distribution
The Galleria and Tower at Riverview
1301 East 9th Street, Suite # 700
Cleveland, Ohio 44114-1824

Dear Ms. Lieske:

I am writing to apply for the customer sales specialist position in the greater Appleton area listed on CareerBuilder.com. My friend Andy Bartels, marketing representative at Barnes, Inc., referred me to this opportunity. With a strong work ethic and superior track record in customer service, I am confident in my abilities to significantly contribute to Barnes Distribution. I am very competent with a variety of hardware as well as software technologies and their application to both business problem-solving and information management. My enclosed resume provides details.

I enjoy interacting with and serving people. As sociology major, I studied the relationship dynamics between groups and individuals. This sociological perspective is crucial for working in today's multi-ethnic business environment.

I would very much appreciate the opportunity to further discuss the customer sales specialist position. I am available for an interview at your convenience and can be reached at (920) 555-0626 or howardp@yahoo.com. As requested in your job posting, my salary requirements include a range from \$26,000-\$34,000 with flexibility depending on position responsibilities and company guidelines. Thank you for your consideration.

Sincerely,

Phillip A. Howard

Enclosure

Responding to an advertised position taking initiative to call for an interview

January 20, 2009

709999 North Avenue
Wauwatosa, WI 63987

Ms. Tina Henry
Human Resources Recruiter
John G. Shedd Aquarium
1200 S. Lake Shore
Chicago, Illinois 60987

Dear Ms. Henry:

I am writing to apply for the education-presentation specialist position which was advertised on December 20th on the Shedd Aquarium website. I graduated from the University of Wisconsin-Milwaukee with a degree in biological sciences. I believe my biology education and dedicated volunteerism in the environmental/wildlife fields will combine well to contribute to your aquarium education program.

As a biological sciences major at UWM, I had the opportunity to concentrate on any area in that field, and I chose animal science. Focusing on animals allowed me to gain extensive knowledge of their anatomy and behavior which will be an asset to creating educational programs and providing presentations to the public. I believe that one of the functions of an aquarium is to raise awareness about environmental issues by using the animals as ambassadors.

I have been involved in environmentalism since elementary school and have presented programs to younger students as a member of the Conservation Club in high school. Being a volunteer at the Milwaukee County Zoo has given me the opportunity to present educational information about the animals to children and adults. In addition to knowing facts from guidebooks provided to volunteers, I can also draw on my own personal experience and knowledge to further inform the public.

I would appreciate the opportunity to further discuss the education-presentation specialist position. I will call your office during the week of February 5, 2009, to request an interview at your convenience. Thank you for your consideration.

Sincerely,

Jennifer Smith

Enclosure

Inquiring about position openings

Letterhead “look” presenting background/accomplishments and research to request an informational meeting. No resume enclosed.

July 11, 2009

209 West Lancart Street
Milwaukee, WI 53020

Ms. Carolyn Bereta
Vice President - Human Resources
XYZ Department Store
555 River View Road
Milwaukee, Wisconsin 53891

Dear Ms. Bereta:

I am writing to inquire if the XYZ Department Store is currently in need of a person with management and customer service experience. I have been a customer of XYZ Department Store for many years and highly regard their products and quality customer service. My resume is enclosed.

I have over four years of retail and customer service experience which I believe would contribute to sales and customer service goals. In this last year, I have held the position of assistant manager for ABC Clothing. As assistant manager, I supervised a staff of fifteen employees, which included training, scheduling, leading parts of monthly staff meetings and ensuring a reputation of excellent customer service.

I believe that the combination of my professional experience, bachelor of arts in communication, and skills demonstrated in my student leadership positions will allow me to make a valuable contribution to your company. I am eager to bring my skills and enthusiastic interest in retail to XYZ Department Store.

I look forward to hearing from you so that we may further discuss my qualifications and the position. You may reach me at (414) 555-6868 or myemail@imagine.com. Thank you for your consideration.

Sincerely,

Maggie E. May

Enclosure

Linda McMahon

1234 First Street, Madison, Wisconsin 54239
608-345-8765
mac@uwm.edu

August 3, 2009

Ms. Lynn Alder
Manager, Outreach and Education
Milwaukee Society for Disadvantaged Workers
County of Milwaukee Offices
555 West Henry Street
Milwaukee, Wisconsin 54398

Dear Ms. Alder:

As a soon to be graduating student in sociology and psychology at UWM, I have recently designed and managed a new program for middle school children age 11-14. **ACHIEVE: Academic and Athletic Success** is the centerpiece of my senior project and has provided 35 students a variety of special tutoring services, unique sports options and the opportunity to attend a Milwaukee Bucks game as an incentive.

The Milwaukee Society for Disadvantaged Workers was recently featured in a news story on Fox 12 and I learned about your recent initiative in the Milwaukee neighborhoods. Additional research has also demonstrated a number of successes in this new program including parental involvement and a study showing higher grades by student participants.

I am very interested in learning more about the neighborhood initiative including the research model you used. I will e-mail you shortly to request a brief meeting with you or a member of your staff. Thank you for your consideration.

Sincerely,

Linda McMahon

**Example email when attaching your cover letter,
rather than including it in the email body**

To: CC:

Subject:

Message:

**Email requesting an informational interview from
PantherNet. PantherNet is the CDC database of alumni
and employers who are available to meet with
UWM students/alumni.**

To: CC:

Subject:

Message:

Email as cover letter with attached resume in Microsoft Word

To: CC:

Subject:

Message: Dear Mr. Weiss:

I am attaching my resume in application for the marketing coordinator position at the Milwaukee Journal Sentinel.

My background in sales at Federated Electric has enabled me to develop both customer service and communication skills. My key role there was heading the Customer Complaint Department. Additionally, I led two public relations campaigns for the UWM Student Union in the past year, promoting their distinguished Speaker Series and a new corporate initiative, the Johnson Controls launch of their online survey on future workplaces.

I will contact your office in a week to arrange a potential meeting at a time convenient with your schedule.

Please let me know if I can provide any additional information to you.

Sincerely,

William Fasker

Email to alert employer representative for a job fair or career day meeting

To: CC:

Subject:

Message: Dear Ms. Snow:

After researching ABC Company and your opportunities in customer service, I am looking forward to meeting you or your representatives at the UWM All Majors Career Day on October 16, 2009. I am specifically interested in learning more about the concerns and questions that customer service agents respond to on the sales floor as well as through email and telephone contact with customers.

The work I accomplished at Best Buy has provided me confidence in working with customers in a variety of ways. My resume is attached for your review.

Thank you for your consideration.

Sincerely,

Sandra Mason