

# COVER LETTERS

## WHAT IS A COVER LETTER?

- ◆ Letter to a prospective employer introducing yourself
- ◆ Write a cover letter **EVERY TIME** you send out your resume (even if the employer does not ask for one)
- ◆ Cover letters must be specific to that particular job description

## FORMATTING A COVER LETTER

- ◆ One page, typed
- ◆ Use the same header as what's on the top of your resume
- ◆ Center the text on the page
- ◆ Use the same font as your resume (10-12 pt or whatever is used for most of your resume)
- ◆ Print it using the same paper as your resume
- ◆ Mailing your cover letter?
  - ⇒ Put the cover letter on top of your resume, fold both documents, then place them into the envelope.
  - ⇒ Don't forget to sign your letter!

## A COVER LETTER SHOULD ANSWER 4 QUESTIONS:

1. **Who are you?**
  - ◆ Name
  - ◆ Degree and graduation date
2. **Why are you writing?**
  - ◆ What position are you applying for?
  - ◆ How did you find out about this position?
  - ◆ Why are you interested in this company or organization?
3. **What can you do for the firm?**
  - ◆ Why should they choose you?
  - ◆ Choose 3-4 experiences that match their requirements
  - ◆ Describe how you're a good fit
4. **What will you do next?**
  - ◆ Call for an appointment
  - ◆ Visit them at the Career Fair, etc.
  - ◆ Provide your contact information
  - ◆ Say thank you
  - ◆ Sign your letter: "Sincerely (or Respectfully), Your Name"

## SENDING A COVER LETTER VIA EMAIL

- ◆ If sending a resume through email, write a cover letter in the body of the email
- ◆ Include a subject line ("The Name of the Job, Your Name")
- ◆ Attach your resume to the email (consider converting it to a PDF)
- ◆ Don't include your address information or date on the cover letter sent in the body of the email
- ◆ Send the cover letter/resume from the email address that's on your resume
- ◆ Don't attach a cover letter to an email unless instructed by the recipient
- ◆ Consider converting the cover letter to a PDF

**SEE OPPOSITE SIDE FOR SAMPLE COVER LETTERS**



# SAMPLE COVER LETTERS

## BASIC COVER LETTER

**Aaron L. Citadel**  
*The Citadel: MSC 555, 171 Moultrie St., Charleston SC 29409 843.953.4567 citadela1@citadel.edu*  
*Home: 17 Ashley Court, Charleston SC 29415 843.456.1234*

Oct. 30, 2009

Mr. John A. Smith  
 Vice President-Marketing  
 Premier Aircraft Corp.  
 2000 Aviation Park  
 Greenville SC 29608

Dear Mr. Smith:

I am a Business Administration senior at The Citadel. I will be graduating in May 2010. I am writing to you because I am very interested in Premier Aircraft's expansion in Greenville. Premier's use of composites and energy-efficient power plants leads the industry, and I would like to be a part of your growth in the southeastern markets.

I have enclosed a brief resume for your review. In particular, please note my Business Internship with Moore Aviation. During this internship, I was able to learn much about general aviation, and I had the opportunity to learn many of the characteristics that corporate pilots desire in aircraft which are not currently offered. Also, please note my emphasis in Marketing and my leadership positions at The Citadel which require excellent time-management skills. I would like to use these skills to contribute to Premier's success.

I will be in Greenville on November 12, and I would like to introduce myself to you then and discuss how I may be of service to Premier. I will call you within ten days to request a time convenient for you to meet. If you have any questions for me, please contact me at [citadela1@citadel.edu](mailto:citadela1@citadel.edu) or (843) 953-4567.

Thank you very much for your help. I look forward to speaking with you soon.

Sincerely,  
 Aaron L. Citadel

Same header as resume

Date letter is sent

Recipient's mailing address

Answers questions 1 & 2 (see previous side)

Answers question 3 (see previous side)

Answers question 4 (see previous side)

Be sure to sign your letter if you are sending it by mail.

## BROADCAST LETTER: Highlights specific skills that may be desirable to a variety of employers

Dear Mr. Smith:

I am a Business Administration senior at The Citadel. I will be graduating in May 2010. I am writing to you because I am very interested in Premier Aircraft's expansion in Greenville. Please allow me to highlight my skills as they relate to your stated requirements:

**KNOWLEDGE OF INDUSTRY**  
 I completed a Business Internship with Moore Aviation where I learned much about general aviation as well as many of the characteristics that corporate pilots desire in aircraft which are not currently offered.

**MARKETING EXPERIENCE**  
 I created marketing materials for all of my battalion events including flyers, email, and updating our website.

**LEADERSHIP SKILLS**  
 For the past three years, I have served in a leadership position within my company and battalion.

**TIME MANAGEMENT SKILLS**  
 The Citadel requires a unique educational atmosphere where I was required to multi-task a full-time academic course load, physical training requirements, company and battalion leadership responsibilities, and community service. I did all of this while maintaining a 3.6 cumulative GPA.

I will be in Greenville on November 12, and I would like to introduce myself to you then and discuss how I may be of service to Premier. I will call you within ten days to request a time convenient for you to meet. If you have any questions for me, please contact me at [citadela1@citadel.edu](mailto:citadela1@citadel.edu) or (843) 953-4567.

Thank you very much for your help. I look forward to speaking with you soon.

Sincerely,  
 Aaron L. Citadel

## EXECUTIVE BRIEFING: Matches your experiences to the job requirements

Dear Mr. Smith:

I am a Business Administration senior at The Citadel. I will be graduating in May 2010. I am writing to you because I am very interested in Premier Aircraft's expansion in Greenville. Please allow me to highlight my skills as they relate to your stated requirements:

YOUR REQUIREMENTS	MY EXPERIENCE
Knowledge of Industry	Completed a Business Internship with Moore Aviation where I learned much about general aviation as well as many of the characteristics that corporate pilots desire in aircraft which are not currently offered.
Marketing Experience	Created marketing materials for all of my battalion events including flyers, email, and updating our website.
Leadership Skills	Served in a leadership position for the past three years within my company and battalion.
Time Management Skills	Multi-tasked a full-time academic course load, physical training requirements, company and battalion leadership responsibilities, and community service while maintaining a 3.6 cumulative GPA.

I will be in Greenville on November 12, and I would like to introduce myself to you then and discuss how I may be of service to Premier. I will call you within ten days to request a time convenient for you to meet. If you have any questions for me, please contact me at [citadela1@citadel.edu](mailto:citadela1@citadel.edu) or (843) 953-4567.

Thank you very much for your help. I look forward to speaking with you soon.

Sincerely,  
 Aaron L. Citadel

