

Cover Letter Tips

What is a cover letter?

A cover letter accompanies a resume and introduces your interest in the organization and the specific position for which you are applying. Cover letters should be professional and, like resumes, carefully proofread for errors. A cover letter can be delivered traditionally as a hard copy, but is also an appropriate body or attachment of an emailed resume submission.

Cover letters can be an additional meaning of selling oneself to an employer. Each cover letter should be targeted to a specific company and position, and reflect knowledge of the company's needs and goals. Use specific examples of why you are the person for the job. It may be the first document and employer sees, so it is often the first impression you will make. A cover letter can be a way of asking for an interview.

Cover Letter Basics

- Use to complement your resume, not repeat the same information. It's a chance to give specific examples and go into detail about your experiences.
- Address to a specific person. If you cannot, consider using "To Hiring Manager," "Greetings," or "To whom it may concern" as a last resort.
- Keep it short concise, and direct (3-4 paragraphs, no longer than 1 page).
- Address the employer's concern of "What's in it for me?"
- Proofread for grammar, spelling, and punctuation mistakes; ensure cover letter is addressed to the correct person and company.
- Create a new cover letter for each position- mass producing is impersonal and less effective.
- Research and display knowledge of company
- Tactfully ask for an interview.
- Use a conservative font and match the font type and size to your resume.
- Be sure all information is relevant and correct for each company, including organization and individual names, position titles and credentials.

Here is how a Cover Letter is written:

Your Street Address (or header from resume)
City, State Zip Code

Date

Name of Contact
Title
Organization
Street Address
City, State Zip Code

Dear Mr. /Ms. XXxx,

State the position you are applying for and perhaps how you became aware of it and why you are interested. Give a brief synopsis of why you are a top candidate or offer a sincere compliment about the company.

Offer your sales pitch, outlining what you can do for the employer. Use specific examples on how your qualifications match the job you are applying for. Remember, you are interpreting your resumes, not repeating it. Consider using bullets to outline your top skills or speak more in-depth about a qualification. Be sure to tailor your cover letter to the job description.

Thank the employer for their time or consideration. Sate your interest in meeting with the employer to follow-up. Indicate that your resume is enclosed or attached.

Sincerely,

Typed Name

Job Description for Public Relations Specialist (Ellen Johnson):

Lansing Communications, Inc. manages a small number of quality clients and is the only public and media relations firm that specializes in education reform.

Responsibilities:

- Represent the company by disseminating important information to clients
- Prepare press releases, brochures, newsletters and other PR documents
- Establish and maintain client relationships by communicating with them on a regular basis
- Coordinate, plan and promote company events and other related business endeavors

Qualifications:

- A Bachelor's Degree in a related field of study
- A minimum of 4 months work experience
- Excellent communication skills
- Excellent computer skills and knowledge of Photoshop



Ellen Johnson
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Adrian, MI
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August 11, 2019

Chris Smith
Manager
Lansing Communications, Inc.
123 5th Ave.
Marshall, MI 49068

Dear Chris Smith,

I am submitting this letter as a formal request to be considered for the Public Relations Specialist position. I am confident that I am qualified for this position and can make a significant contribution to Lansing Communications, Inc.

This position requires an individual with the ability to effectively create and communicate innovative marketing. As a recent graduate in Communications, I offer professional competence in this area. For four months, I worked as an intern with United Way, where I completed 24 press releases, corresponded daily with new clients via email, implemented and produced a monthly newsletter sent to over 800 clients using Adobe Creative Suite, and scripted a segment on Good Day Michigan. After one month, my consistent performance qualified me to coordinate a popular donor recognition event honoring high profile donors and grossing over \$10,000 for charity.

My liberal arts education from Siena Heights University has equipped me with the skills to communicate effectively both in writing and verbally. It has also contributed to my ability to work well in a group setting as a team member and leader. With my experience and skills, I am confident you will appreciate the value that I would offer as a Public Relation Specialist.

I have enclosed my resume for your review, and would like the opportunity to meet with you to further discuss how I may benefit Lansing Communication, Inc. I can be reached by phone at 517-123-4567, or by email at johnell@gmail.com. Thank you for your time and consideration.

Sincerely,

Ellen Johnson

****When the job posting does not require a cover letter type a very brief statement in the body of your email:**

Dear Mr. Smith:

Please accept my attached resume for your open position of Public Relations Specialist. I am sure you will find the skills gained through my major in Communications along with my work experience to be a valuable asset for Lansing Communications, Inc. Thank you in advance for reviewing my information and I look forward to hearing from you soon.

Sincerely,

Ellen Johnson

Combination of short email mixed with cover letter form. Remember if using this for a cover letter you must format it as such, including address, date, etc.

Dear Mr. Smith,

As a Communications major, I believe the competencies achieved through both education and internship experience make me an ideal candidate for the position of Public Relations Specialist at Lansing Communications, Inc. I am well positioned to join your team and make a positive contribution. My qualifications and achievements include the following:

- Produced content that reached over 800 clients
- Highly skilled in Adobe Creative Suite
- Written over 20 press releases

Thank you for reviewing my information and I look forward to hearing from you soon.

Sincerely,

Ellen Johnson