

# The Cover Letter

A cover letter must always accompany your resume. Each cover letter must be individually written to focus your skills, experiences, abilities, and career interests toward that position and that employer. Do not produce form letters. The letter should be perfect in terms of spelling, punctuation, and grammar because it is a sample of your writing skills.

## Basics

- Length should be one page, three to five paragraphs.
- Produce on the same color and quality of paper as your resume and reference sheet.
- Don't forget to sign the letter. You may also want to type "Enclosure: Resume" in the bottom left margin if your resume is enclosed.

## Structure and Content of an Effective Cover Letter

Your Street Address  
City, State, Zip Code  
Date

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

Dear \_\_\_\_\_:

*The salutation should be addressed to a specific contact person, for example, "Mr. Brown" or "Ms. Smith." If you don't know the name, use the person's title, e.g., "Dear Hiring Manager."*

### **INTRODUCTION includes:**

*The introduction should explain the reason you're writing--including mention of the particular job you're interested in--and perhaps a brief statement of your qualifications that leads into the body section.*

### **MAIN BODY includes:**

*Here you should present your relevant experiences and skills. Use specific examples that show why you'd be suited for this job. Show a knowledge of the company by explaining why you'd be the best candidate for the position.*

### **CLOSING includes:**

*Conclude politely and positively ("I look forward to meeting with you to discuss this position...") Include your contact information. Thank the contact person for his or her consideration.*

Sincerely (or Yours)

Signature

Your Name

Enclosure: Resume (if your resume is enclosed)

# Sample Cover Letter

98 Paloma Boulevard  
Orlando, Florida 32890  
June 5, 2012

Randall Jackson  
Human Resource Director  
ABC Corporation  
12 Robinson Ave  
Orlando, Florida 32862

Dear Mr. Jackson:

I am writing to apply for the Assistant Product Manager position at ABC Corporation advertised in the September 8th Edition of the *Orlando Sentinel*. As a recent graduate from the University of Central Florida with a Bachelor of Business Administration degree in Marketing, I am extremely interested in this position. My education at UCF has provided me with a solid foundation in marketing, business administration, and computer technology, training that would fit in well with your company's goal to be internationally marketed by 2015.

As assistant manager for Scooby's Appliance Store, I gained valuable experience in marketing development, implementation, and evaluation. My primary responsibilities included product promotion for the store's annual "Summer Blowout Sale," an event that resulted in over \$100,000 in storewide sales. This position also demanded strong computer, problem-solving, analytical, and organizational skills.

In addition to my marketing expertise, I can bring to this position well-developed communication skills, qualities honed while serving as liaison to the local media for advertisement of store promotions. My six years of industry experience along with a leadership position with the UCF Student Marketing Society have provided me with a well-rounded background in customer service.

I would appreciate the opportunity to speak with you about the Assistant Product Manager position and my future with ABC Corporation. I am available for an interview immediately and can be reached at (407) 555-6262. Thank you, and I look forward to hearing from you soon.

Sincerely,  
(signature)  
Susan Johnson

Enclosure: Resume

*Sources:*

"Preparing your Resume for the Internet and Posting it Online." The Riley Guide: Resumes and Cover Letters. 10 Mar. 2001. <[www.dbm.com/jobguide/eresume.html](http://www.dbm.com/jobguide/eresume.html)>.

"Resume and Cover Letter Writing." University of Wisconsin at Milwaukee. 10 Mar. 2001. <[www.uwm.edu/Dept/CDC/resume-index.htm](http://www.uwm.edu/Dept/CDC/resume-index.htm)>.