

Cover letters “template”

## YOUR NAME AND CONTACT INFO

Set up exactly the same as your resume  
This becomes your “business stationery”

---

---

Date

Hiring Manager name

Hiring Manager title

Company name

Company address

City, state, zip

Dear Hiring Manager;

In this paragraph, tell what position you’re applying for, where you saw the position posted, and that you are interested in the position. Put in a sentence about why you’re interested – your belief in their mission, your confidence in their product, etc. Be brief, be positive! If you know someone at that company who recommended you apply, put that in this paragraph as well.

The middle paragraph is key – tell a story here. This isn’t a place to just regurgitate or summarize your resume. They can look at the next page for that. Give them a reason to WANT to look at that next page! Look at their job posting. What stands out? What do they need, what is their “pain?” Then look at your strengths – where can you ease their pain? Do they need strong customer service in stressful situations? If you’ve got that – tell them! “While working at Retail Big-Box I dealt with many customers returning items. In one case, the customer came in extremely upset, her teen aged child had purchased an item far more expensive than she could afford, and had thrown away the receipt, which is usually required for a return. Together we were able to research the purchase and refund her credit card. The customer left happy, though I believe her child will no longer have access to the credit card!”

The closing paragraph reiterates your interest in the job, and requests that they contact you soon. If you have the hiring manager’s contact information, and the ad does NOT state “no phone calls,” let the hiring manager know you will contact him/her in a week to see if you can set up a time to meet. Then be sure you follow through!

Sincerely – Best regards – Warm regards; (use the closing you are comfortable with)

*Actually sign your name! \**

Type your name

\*There are a couple ways to sign your letter – you can sign, then scan the document, or create a page of signatures as a PDF file, then cut, paste, and size a copy of your name into your WORD document.

## Job Search Tips:

### Successful Cover Letters

---

You've seen a job posting that looks perfect, or found a company that would be the employer of your dreams. How can you best pitch yourself in order to get your foot in the door?

There are various types of cover letters – cover letters to apply for jobs, cover letters to ask for informational interviews, cover letters to introduce yourself and offer assistance. They all have similar formats, however, each and every cover letter you write should be unique. A single template with stock wording won't work.

Cover letters are set up in business letter format. Whenever possible, the cover letter should be addressed to a person (Dear Mr. Smith, Dear Ms. Jones). Research! If you cannot find a person's name, you can use Dear Hiring Manager or use the hiring manager's job title (Dear Executive Director). Never use "To whom it may concern," as it usually elicits a yawn from hiring managers.

Here is your basic format:

- First paragraph – Introduction
  - Tell why you're sending your resume (be specific!) state the job title
  - If you know someone at the company who referred you, mention their name and title in this paragraph
  - Tell how you learned about the job
  - Introduce your qualifications (in 30 words or less!), make it a value packed statement about what you offer to their business
  - Highlight something about their business
  
- Middle paragraph – "You need / I have" in 3 to 5 sentences. Sometimes you can have two middle paragraphs. Be concise, be clear, be interesting!
  - Tell a story – tie in what you have to offer to their specific needs
  - The higher the item is in their job posting, the more important it is to them
  - Mirror their language, quantify whenever possible
  - Tie to the job posting AND to what you have learned about the organization from your research
  - Highlight your relevant qualifications – but do not regurgitate your resume!
  - Be engaging, but not wordy
  
- Final paragraph – The closing
  - Quick summary (one sentence)
  - Request an interview or a meeting
  - Tell them how to contact you
  - If appropriate, tell them you will follow up directly (and do so!)
  - Thank them