

COVER LETTER

Introduction

Unless the job description specifically states not to, you should always send a cover letter with your resume. A cover letter is there to introduce you to the employer when you can't be there in person to introduce yourself. Your cover letter provides a first impression of who you are, and should be created with just enough information so that the employer will want to call you in for an interview to find out more!

The cover letter has three main components:

1. The Opening - In the opening, you should state why you are writing. You should mention the position, how you learned of it, and referrals or contact people. Also write how your skills fit the job requirements and the corporate culture.

2. The Body - The body of your letter should tell the employer why you are the best person for the position. You should include specific knowledge of the company, and why you are interested in being a part of it. In this section, you should highlight your education, experience, and achievements. You should be sure to tailor your qualifications to match the position for which you are applying.

3. The Closing - The closing should reassert your interest in the position. If you have not yet been asked to interview, you may use the closing to request an interview. If you already have an interview date scheduled, you may want to mention the date and that you look forward to meeting with the employer at that time. You may also want to include your phone number in the closing.

10 Points to the Perfect Cover Letter

1. Mention contact people and referrals
2. Apply for the position by name
3. Show specific knowledge of the organization
4. Convey a positive, eager attitude
5. Highlight your qualifications
6. Make a positive statement about who you are
7. Ask politely for an interview (if you don't already have one)
8. Thank the employer for their time and consideration
9. Provide your phone number (optional, but good idea)



COVER LETTER

<Your Street Address>
<City, State, ZIP Code>
<Date>

<Name of Contact Person>
<Contact Persons Title (if appropriate)>
<The Organizations Name
<Address
<City, State, ZIP Code>

Dear Ms./Mr. <insert contact persons name>:

Stephen P. Dhanens, who is currently working for Reynolds and Reynolds, has suggested that I submit my resume to you for your consideration. I am a senior at San Francisco State University majoring in Business with a focus in Marketing. I plan to graduate in the Spring of 20xx, and I am looking for an entry-level marketing position with Reynolds and Reynolds, one of the world's leading information management companies.

According to the Information Management magazine, September 20xx, "Reynolds and Reynolds has a commitment to quality and client service, and is looking for candidates who can maintain its standard of excellence." In my experience, I have participated in various computer trade shows as well as developed creative marketing strategies that have increased company sales by 25%. I believe my experience has helped me develop the skills Reynolds and Reynolds is looking for in their new recruits. Therefore, I consider myself a strong candidate for your company.

I am excited about the opportunity to meet with you to discuss the qualifications I have described in my resume. I will contact your office within the next week to determine a convenient time for an appointment. In the meantime, if you have any other questions, I can be reached at (415) 333-xxxx or mjuarez@sfsu.edu.

Sincerely,

(sign your name here)
(type your First and Last name here)

Enclosure

