

Tips for Writing a Cover Letter

A cover letter is nearly as important as your resume. It is an opportunity to sell your skills that fit the job description. Whether you are sending a letter and resume by mail or email, the following tips will help you make a good impression.

Be concise, accurate, and polite

- Use short sentences.
- Keep the letter to one page.
- Proofread your letter thoroughly and ask someone else to proofread it as well.
- Thank the reader for his or her time.
- If mailing the letter, sign your cover letter — blue ink is best to show the letter is an original.

Include these important sections in your cover letter

- **Heading and greeting:** Include the date, your name and your contact information. Address the letter to a specific person and/or title whenever possible.
- **Opening and introduction:** Explain who you are and your reason for writing, including how you found out about the position.
- **Body:** Sell yourself. Reveal why you are a perfect and unique match for the position. Explain why you have chosen the employer.
- **Assertive closing:** Politely take initiative toward further action and next contact.

Sample Letter or Email Cover Letter

If this is an email cover letter, sample subject line: Experienced Entrepreneur for Your Marketing Position

January 1, 2014

Dear Ms. Jackson,

I am writing in response to the job posting on the Mom's Marmalades websites for the digital marketing manager position in the Tulsa office. As a self-starter who has significant experience as a business owner, I can offer Mom's Marmalades:

- Two years of entrepreneurial experience, including the opening of an online bookstore
- Computer proficiency, including Microsoft Word and Excel as well as Adobe InDesign and Photoshop
- Excellent verbal and written communication skills

I have always admired your company, and my family and I have enjoyed your products for many years. I would be honored to be a part of Mom's Marmalades and to help your company grow through online marketing. My attached résumé provides additional information on my background and qualifications. I look forward to hearing from you as soon as possible to arrange a time for an interview.

Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,
Joe Somebody