



WEBER STATE UNIVERSITY
Goddard School of Business & Economics

COVER LETTER

guide

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COVER LETTER

A cover letter is a one page document that explains to an employer why they should hire you and provides an introduction to your resume. This is where you can show your conviction and passion for the job or industry. Above all, it highlights the most important thing, YOU!



Keep it short.

EVERY cover letter should be tailored to the company and the position you are applying for.

ALWAYS SEND
a cover letter
(*unless instructed not to*)



Highlight your skills, accomplishments and qualifications that are related to the required skills of the position.

Explain career changes and gaps in employment.

ABSOLUTELY
NO
ERRORS

Include your name and the job you are applying for on the subject line of emailed resumes.

COVER LETTER

Breaking it down...



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EXAMPLE

Your Name
Your Address
City, State Zip
Your Phone Number
Your Email Address

1 YOUR CONTACT INFO

Your Date

2 DATE

Your Date Employer/Recruiter Name
Title
Company
Address
City, State, Zip

3 EMPLOYER'S CONTACT INFO

Your Dear Mr./Ms. Last Name,

4 SALUTATION

Make sure to mention if someone has referred you to the company and position, this should usually be done in the first sentence. The first paragraph should explain who you are and why you are writing the cover letter. You should talk briefly about the job you are applying for. This section should be no more than 3 to 4 sentences long.

5 BODY OF COVER LETTER

The second (and possibly third) paragraph be a narrative highlighting your qualifications and how you match the needs of the company and or job. This should mention what skills and qualifications you would like to emphasize that makes you the ideal candidate for the job.

The final paragraph should be a conclusion. Use this section to thank the recruiter for the consideration. Make sure to include the expected next steps, what actions you will take or what actions you would like the employer to take.

Respectfully,

6 COMPLEMENTARY CLOSE

Your name

7 SIGNATURE



COVER LETTER

Sections...

1

YOUR CONTACT INFORMATION:

Simply put, this is information identifying who you are and information that can be used to contact you. Make sure to include all of the information, including a professional email address. *This section is at the bottom of an emailed cover letter. (see page 6)*

2

DATE

The date that you write the letter, or set the date as the day you send the letter. *You would not include this in an emailed cover letter. (see page 6)*

3

EMPLOYER CONTACT INFORMATION

If you have it, include the employer contact information. If you do not have it, do some research or send an email asking who will be reviewing resumes and address the cover letter to that person. Include as much of this information as possible. It shows that you are professional in obtaining information about a company. *This would not be included in an emailed cover letter. (see page 6)*

4

SALUTATION

If you have the name of the person, use it. If you do not have the name of the person, you can use:

To Whom It May Concern
Dear Hiring Manager
Dear Sir or Madam

5

BODY OF THE COVER LETTER

The body of the cover letter is a chance to create a narrative about how you fit with the company and the job role. It should be linked directly to the job description and specifications. Be polite. Be direct. Most importantly, be professional. Do not indent any paragraphs. There should be three sections to the body of your cover letter:

1. Who you are and what you are seeking
2. Strongest qualifications that match their needs
3. Expected next steps

6

COMPLEMENTARY CLOSE

Use the appropriate closing for your cover letter. A few examples are:

- o Sincerely
- o Respectfully
- o Regards
- o Thank you

7

SIGNATURE

If you are sending the cover letter through email, a typed signature line is sufficient. If you are mailing or faxing a copy of your resume to an employer, you should have 4 blank lines between the close and your typed signature line. Using black or blue ink, sign your name.



COVER LETTER

Junior & Senior example...



Johanna Senior
1548 Harrison Blvd
Ogden, UT 84403
(801) 365-2975
johannasenior@mail.weber.edu

February 10, 2015

Andrew Patterson
Senior Recruiter
American Red Cross
2525 Jovial Lane
Salt Lake City, UT 84044

Dear Mr. Patterson:

Please accept this letter of application for the Marketing Assistant position listed on your organization's website. I am motivated to pursue a career in the non-profit sector based on my past volunteer experience and feel confident in my abilities to help the American Red Cross succeed.

As a student at Weber State University, I participated in several local Habitat for Humanity projects and witnessed the completion of two separate homes built for families in need. Through a marketing campaign I designed and collaborated with other students, I helped Habitat for Humanity raise an extra \$500 to purchase small toys for the children who would move into the new homes. Observing and working closely with the site leaders taught me the significance of recruiting, motivating and retaining volunteers in the nonprofit world, and piqued my curiosity in the industry.

My experience as the Social Coordinator of the Weber Associates of Marketing (WAM) club also required me to develop effective and creative communication strategies to achieve success with my teams. For example, leading WAM as Social Coordinator required me to schedule, plan and promote several recreational activities for approximately 50 members. These skills and experiences provide me with a level of maturity and a propensity for thinking on my feet, which will make me an asset to the American Red Cross.

Thank you in advance for your consideration. I hope to be given the opportunity to contribute to the growth and success of your organization. My resume is enclosed for your review. Please contact me by phone (801) 365-2975 or by email at johannasenior@mail.weber.edu if you have any questions about my application materials or wish to arrange a meeting. I look forward to hearing from you soon.

Sincerely,
Johanna Senior



COVER LETTER

Freshman example...



Joe Freshman
511 Goodguy Drive
Layton, UT 84040
(801) 475-2956
joefreshman@mail.weber.edu

September 8, 2017

Suzie Saint
Volunteer Coordinator
Davis County Health Department
81 East Center Street
Layton, UT 84037

Dear Ms. Saint,

This letter is to apply for a Communications Intern position within Davis County Health Department. I learned of this position through the Office of Community Service Learning at Weber State University. I am available to intern from September 1st 2017 to May 16th 2018.

I am a first year student interested in pursuing a career in the field of communications. Through my coursework at Weber State, I will begin to master the art and science of communicating effectively, analyzing and interpreting audience research, and managing meetings, inquiries, and staffing events. I have strengthened my organizational skills through my courses and have developed specialized skills in using Excel and PowerPoint.

My experience as a camp counselor at Camp Snowbird has nurtured my communication skills. I am confident in interacting with and presenting educational topics to an audience. Assigned by my supervisor to serve the role of Head Counselor, I was able to coordinate and collaborate with other counselors and share ideas on fun interactive activities for campers. This experience will not only aid in my internship within Davis County Health Department, but also benefit future training endeavors.

I look forward to utilizing my organizational and leadership skills in addition to my interest in communications to this internship. Please feel free to contact me by phone at (801) 326-9384 or by email at joefreshman@mail.weber.edu, if you have any questions or wish to arrange an interview. Thank you for your time and consideration.

Sincerely,

Joe Freshman

