

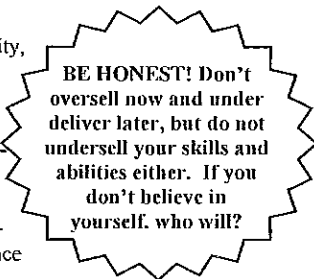
The cover letter is an important companion to the resume. It introduces you and your credentials to the employer, helping the resume fit with each specific job you are applying for. A well prepared cover letter will increase your chances of an interview.

Preparing a Cover Letter

- Do not exceed one page
- Address the letter to a specific individual (if possible)
- Write an attention getting introduction; use a positive tone and convey confidence
- State the specific position for which you are applying
- Tailor your letter to the needs of the company and the requirements of the position
 - **What can you do for the employer?**
 - Do research before writing
 - Indicate your interest and knowledge about the organization
 - Inform potential employers of your intentions to follow-up
- Match your resume, cover letter stationery, and envelope (paper size, color, and weight)
- Take time to demonstrate your enthusiasm and creativity, making your letter a positive reflection of yourself

Guidelines

First Paragraph: State the reason for the letter, name the specific position or type of work for which you are applying, and close the paragraph by telling the employer where you heard about the position. State the name of the publication, employment agency or contact. This will give the employer a reference point about the contact.



BE HONEST! Don't oversell now and under deliver later, but do not undersell your skills and abilities either. If you don't believe in yourself, who will?

Second Paragraph: Indicate why you are interested in the position, the company and its products or services.

Third Paragraph: Why should this company consider you for an interview? Tell the employer about your relevant work experience (paid or unpaid) as well as your educational strengths. Tell the employer only the most important skills you have, especially those that relate to the position you are seeking. If you are a graduate with little work experience, explain how your education has prepared you for the position, but be specific.

Final Paragraph: The closing paragraph should refer the reader to any attachments, such as your resume. It should ask for an interview, include your telephone number (so the employer can contact you) and offer to assist if additional information is needed. It should also contain questions about: the application process, how to get additional information, the fact that you will be following up the letter with a phone call, that you have an answering machine and will return calls promptly or dates and times you will be available for interviews. In closing, thank the reader for their time.

Finally, write your cover letter in your own words. Let your personality, your passion and your enthusiasm for the position and the company shine through! Then have someone else proofread it for you.