Other than your resume, your cover letter is the most important document that will pave the way for you to be selected for an interview. A cover letter is written correspondence addressed to a specific person or company that indicates your interest in working for that person/company and describes your skills and abilities. It may be a targeted letter to a specific person or job or it may indicate interest in a company without a specific job opening.

A cover letter serves as an introduction of you and your resume. Your cover letter should be typed in standard business format and contain the most important facts about you that are valued by that specific employer. Determine what an employer values by reading the job description, visiting their website, and talking to associates of the company.

**The Basic Ideas:**

1. Include the following:
   - Identify the position you are applying for and how you learned of the opening
   - Why you want to work at that specific company
   - Why you fit with that company
   - How you qualify for the position to which you are applying
   - Sell 2 or 3 of your strengths that the employer is seeking
   - Ask for an interview

2. Keep it simple and targeted. There are no extra points for long and flowery letters.

3. Whenever possible, address your letter to a person or title, not “to whom it may concern”.
Position Title: ________________________________

Name of Organization: ________________________________

Industry: ________________________________

Important Skill/Qaulification # 1: ________________________________

    My example:

    ________________________________
    ________________________________
    ________________________________
    ________________________________
    ________________________________

Important Skill/Qaulification # 2: ________________________________

    My example:

    ________________________________
    ________________________________
    ________________________________
    ________________________________
    ________________________________

Important Skill/Qaulification # 3: ________________________________

    My example:

    ________________________________
    ________________________________
    ________________________________
    ________________________________
    ________________________________

How this job fits into my career goals:

    ________________________________
    ________________________________
1000 Viking Drive  
Hillsboro, MO 63050 

Month Day, Year  

Mr. Walter Crane  
Human Resources Director  
Appleton Industries  
PO Box 3423  
Arnold, MO 63010  

Dear Mr. Crane:  

The opening paragraph should clearly state the position for which you wish to be considered. This paragraph may also identify the source of the job announcement or how you discovered the company or opportunity.  

The second (and third if necessary) paragraph should sell 2 to 3 important facts about you that will peak the employer’s interest and get them excited about you as an applicant. Focus on specific accomplishments, activities or jobs that have qualified you for the position sought. Use examples to illustrate these points. Study the job description or advertisement and try to hit upon issues that will be important to the employer like relevant skills, personal characteristics, accomplishments or activities.  

The last paragraph should ask for an interview. You may ask to interview at the employers’ convenience or state that you will contact them in a specified number of days to arrange a date that will be mutually possible.  

Sincerely,  

{you sign here}  

John Applicant {your name typed}  

Enc. Resume