

# COVER LETTER GUIDE

## OPENING PARAGRAPH

This paragraph should name the position and how you learned about it, show your enthusiasm, and note information you gained while researching the company. The primary purpose is to create interest in you.

## MIDDLE PARAGRAPH(S)

Explain how your background makes you a qualified candidate for the position. Make connections between your education, experience and skills and the company's needs. Highlight relevant achievements and unique qualifications.

## CLOSING PARAGRAPH

Express your appreciation for the reviewer's time, and indicate your desire for a personal interview and the best way to contact you.

**Jane S. Weber**

123 South Road, Ogden, Utah 84404  
(801) 555-XXXX

janesweber@email.com  
linkedin.com/in/yourprofile

Mr. Waldo Wildcat  
Human Resources Manager  
Lillard Industries, Inc.  
123 Awesome Avenue  
Ogden, UT 84408

Dear Mr. Wildcat:

I was excited to learn about the opening of the Marketing Specialist position at Lillard Industries, Inc., which I found on Wildcat Handshake. In addition to meeting your minimum qualifications, I speak Spanish fluently and have relevant hands-on experience in digital marketing of products and services. I welcome the opportunity to apply my skills within your organization.

As you can see from my resume, I will be graduating this spring with a Bachelor of Arts in Communication with an emphasis in Public Relations and Advertising from Weber State University. From my courses, I have obtained a strong understanding of marketing principles, critical thinking skills, and the ability to work efficiently under pressure.

Currently, I am the Marketing Intern at Purple Products, Inc. In this position, I have collaborated with the marketing team to create successful marketing campaigns that have increased exposure for the company and boosted sales 7% over the past six months. I am excited to bring this energy and my social media knowledge to Lillard Industries, Inc.

Please refer to the attached resume which further demonstrates my background and experience. Feel free to contact me via phone or email regarding an interview or any questions you may have. I look forward to hearing from you soon.

Best regards,

*(omit signature when emailing or add digital signature)*

Jane S. Weber

- Name
- Position Title
- Company
- Company Address

## HEADER

Match cover letter and resume header formats.

## SALUTATION

Address the appropriate contact person by title. If the contact person's name cannot be found, use phrases such as "Dear Selection Committee" or "Dear Hiring Manager."

## SIGNATURE

Close the letter (sincerely, regards, etc.), sign your name below the closing, and type your name below your signature.

## KEY POINTS

- Tailor your cover letter to each position
- Keep your letter concise and to one page
- Proofread carefully



## TOP 10 ATTRIBUTES EMPLOYERS SEEK ON CANDIDATE'S RESUME

Communication skills (written)	82.0%
Problem-solving skills	80.9%
Ability to work in a team	78.7%
Initiative	74.2%
Analytical/quantitative skills	71.9%
Strong work ethic	70.8%
Communication skills (verbal)	67.4%
Leadership	67.4%
Detail-oriented	59.6%
Technical Skills	59.6%

SOURCE: JOB OUTLOOK 2018, NATIONAL ASSOCIATION OF COLLEGES & EMPLOYERS

## REFERENCE CHECKLIST

- Ask permission to use them as a reference
- If necessary, you may ask if they would be willing to write you a letter of recommendation
- Make sure to target your references to each position
- Contact each reference and let them know you are beginning your application process
- References should be listed on a separate document
- Thank your references!

# REFERENCES GUIDE

## Harrison B. Jones

456 Rad Road Farmington, UT 84025  
801-529-XXXX

hbjones@gmail.com  
linkedin.com/in/yourprofile

**Mr. Jorge Costanza**  
Sales Manager  
Vandelay Industries  
367 Wildcat Way  
Bountiful, UT 84010  
801-949-XXXX  
jorgecostanza@vandelay.com  
Current Supervisor

**Ms. Laney Benes**  
Executive Editor  
J. Peterman Catalog  
2018 South Purple Street  
Kaysville, UT 84010  
801-451-XXXX  
lbenes@jpc.com  
Former Supervisor

**Dr. Cosmos Kramer**  
Professor of Communication  
Weber State University  
3848 Harrison Blvd  
Ogden, UT 84408  
801-626-XXXX  
cosmoskramer@weber.edu  
Current Professor

**Mr. Larry Seinfeld**  
Public Relations Coordinator  
Festivus, Inc.  
405 West Stanger Street  
Boise, ID 83701  
801-529-XXXX  
lseinfeld@festivus.com  
Former Supervisor

### ◎ PURPOSE OF REFERENCES

- Verify your work history
- Help an employer evaluate your motivation, communication abilities, work habits, and skills

### ◎ WHO SHOULD MY REFERENCES BE?

A reference could be a current or former supervisor, professor, or colleague who can speak to your strengths and abilities. *Close friends or family members should not be considered.*