

Writing A Cover Letter



What is a Cover Letter?



Definition: A cover letter is a one-page document that applicants submit along with their resume that summarizes professional experience and background.

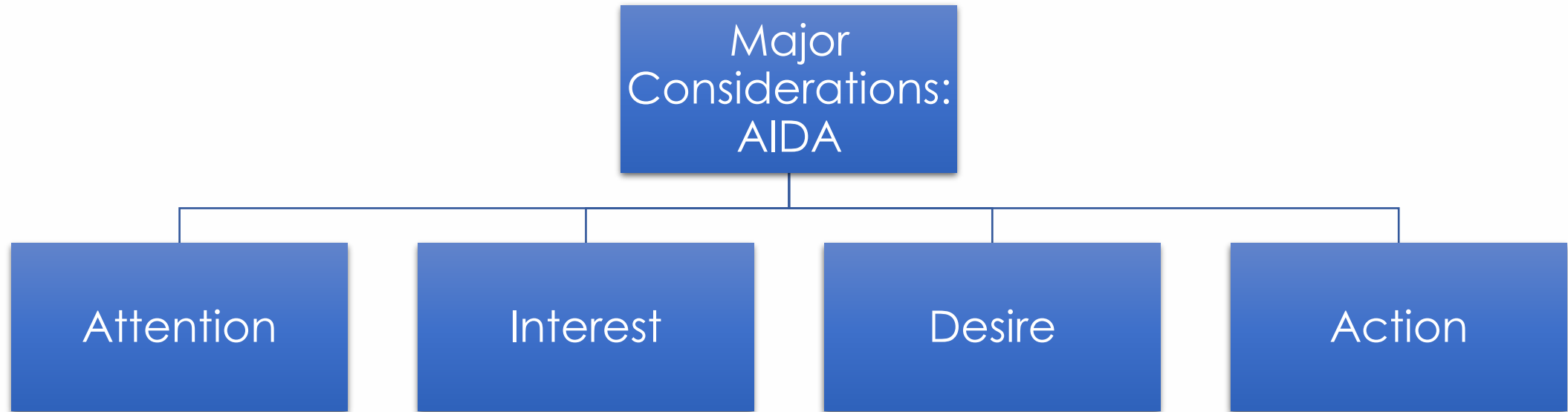


Purpose: The goal of a cover letter is to illustrate the applicant's interest in a given position along with their qualifications.



Importance: a well written cover letter will get an employer's attention and encourage them to read the resume and schedule an interview.

How Do We Write a Resume that Will Get Us Noticed?



Attention

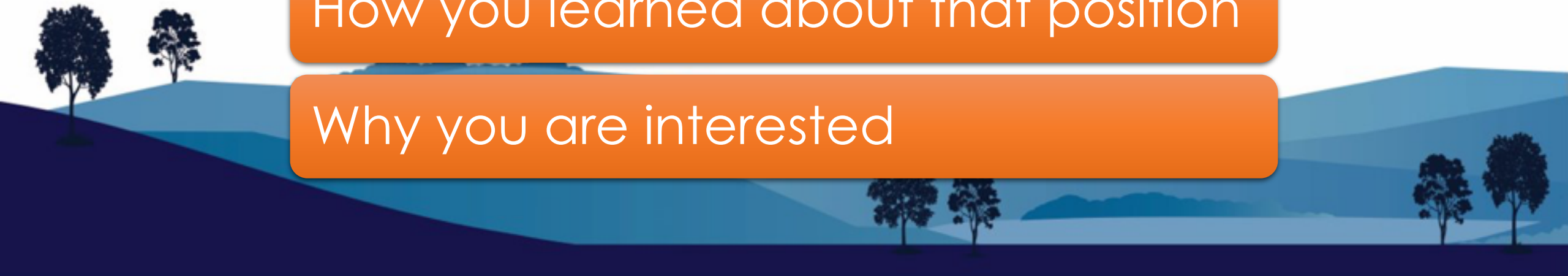
The goal of the first paragraph in your cover letter is to grab your potential employer's **attention**. To do this, consider including the following information:

Who you are

What position you're applying for

How you learned about that position

Why you are interested



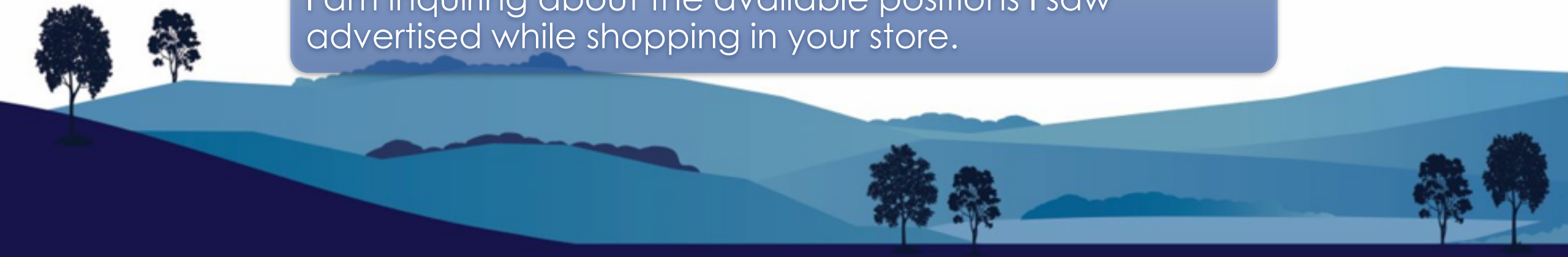
Attention Grabber Examples

I am writing in application for the _____ position I learned about through (Ziprecruiter/Indeed/Monster/etc.)

I am following up on the _____ position we discussed at the Bartow County job fair.

I am interested in learning more about the _____ career opportunity I heard about through my friend Jane Doe.

I am inquiring about the available positions I saw advertised while shopping in your store.



Interest & Desire

The second and third paragraphs of your letter should peak the employer's **interest** and also create a **desire** for the hiring manager to meet with you by telling them what makes you a unique applicant. This can be accomplished through explaining solid accomplishments. Consider including the following:

Education

- Degrees
- Workshops
- Certifications

Specialized Skills

- Familiar with x computer program
- Skilled in social media content creation

Related Experience

- Years of experience
- Specific projects

Action

The cover letter should end with a call to action.



Express interest in an interview



Provide your contact information



Thank the hiring manager for considering your application

Cover Letter Tips!

- Always write a new cover letter for each job you are applying for
- Include key words from the job posting
- Check out their mission statement and goals, include that as well
- Proofread!
 - A cover letter is your first writing sample for the job you are applying for. If it's riddled with errors, that reflects poorly on you



Example



RECENT GRADUATE COVER LETTER

(xxx) xxx-xxxx your.name@gmail.com
198 Street, City, State, Zip Code website.com

[Today's Date]

[Hiring Manager's Name]
123 Company Address
Company's City, State, Zip Code
(xxx) xxx-xxxx
hiring.manager@gmail.com

Dear [Mr./Ms./Mx.] [Hiring Manager's Last Name],

My name is James Amore, and I'm excited to apply for the position of Junior IT specialist at the French Central Inn, Charleston. I'm a recent graduate (December 2021) in Management Information Systems (MIS) from Charleston Southern University, and I'm eager to enter the workforce. I meet all of the academic requirements mentioned in your job posting.

Growing up, I took a liking to all things tech and digital, which led to me picking MIS as my major. Apart from all the tech courses during my MIS studies, I thoroughly enjoyed and excelled at the psychology courses, at the intersection of tech and humanity (specifically, how people respond and adapt to technological changes) is a passion of mine. It's one that I discuss frequently on my tech blog: [Website URL].

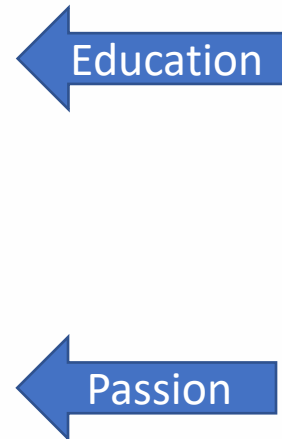
During my final year of university, I interned at Safe Homes Inc., a vendor providing an array of home security systems. I worked on both the hardware and software side, installing physical equipment as well as configuring the requisite software, and involved elements of IoT.

What excites me most about this position is that the role involves extensive work with the Internet of Things (IoT). As a leader in combining IoT and hospitality, working at your inn would be a fortuitous coming together of passion, competence, and opportunity.

I look forward to putting my knowledge and skills to use as a productive member of your IT department, and learning from the best in the industry. In an interview, I'd love to discuss my short and long term career goals and how they align with the French Central Inn's tech vision. I await your call.

Sincerely,

Your Name



Create Your Own!

If you have a cover letter...

- Get in groups of two or three
- Trade cover letters
- Read to see if it has all the elements of AIDA
- Give your partners constructive feedback.
- Trade back and revise!

If you do not...

- Using the provided templates, write a draft of your cover letter
- When you are finished, get in groups, provide feedback, and revise.

Work Cited

Benz, Conrad, et al. "Recent Graduate Cover Letter Sample & Writing Tips." *Resume Genius*, Resume Genius, 10 Feb. 2022, <https://resumegenius.com/cover-letter-examples/recent-graduate-cover-letter>.

Dahlstrom, Harry S. "Let AIDA Help You Write a Better Cover Letter." *The Job Hunting Handbook*, Dahlstrom & Company, Inc, Holliston, MA, 2019, pp. 24–25.

