

## COVER LETTER GUIDELINES

The purpose of a cover letter is to capture the reader's attention. It should convey why you are interested in the company (especially if you are interested in a specific position) and emphasize the three or four characteristics of your candidacy that you feel make you an exceptional candidate. As with most correspondences, a lengthy cover letter is not necessarily better. Strive to write in a concise and direct manner. Remember that your goal is to capture the reader's attention and make a good first impression.

Print your cover letter on the same paper that you use to print your résumé. The letter should have one-inch top, left and right margins. A double space should separate paragraphs. The entire text should be left justified. Spelling and grammatical errors are completely unacceptable.

Below is an appropriate format:

Your Street Address, Apartment #  
Your City, State Zip  
Date

Contact's Name (When known)  
Contact's Title (When known)  
Contact's Department (When known)  
Company Name (When known)  
Company Street Address, Suite # (When known)  
Company City, State Zip (When known)

Dear Ms./Mr./Dr. CONTACT LAST NAME: (Dear Hiring Manager: is also appropriate)

The first paragraph tells why you are contacting the person, then either mentions your connection with that person or tells where you read about the job. Next, wow them with your researched knowledge of the company if something relevant is available. The goal: demonstrating that you are a worthy applicant, and enticing them to read further.

The second and optional third paragraph tell more about yourself, particularly why you are an ideal match for the job by summarizing why you are an ideal candidate for this position. When writing two paragraphs, the first paragraph discusses your educational experiences and how they relate to the position. This is also an opportunity to clarify anything unclear or elaborate upon something relevant that appears on your résumé.

The optional third paragraph is for you to elaborate upon relevant work experience and how it relates to the new position. Split educational and relevant experiences if your second paragraph is over seven lines.

The last paragraph is your goodbye. Thank the reader for his or her time. Include that you look forward to their reply and provide them with telephone and email contact information.

Sincerely,

Your Signature (This is only necessary if you are able to sign the document)

Your name typed out (leave four spaces when including a signature, otherwise, one space)

# Sample Cover Letter

7400 Bay Road  
University Center, Michigan

December 1, 2014

Dave Davison  
Human Resources  
Dow Corning Corporation  
3901 South Saginaw Road  
Midland, MI 48640

Dear Mr. Davison:

Please consider my enclosed resume as my application for the Human Resources Co-op at the Dow Corning Corporation. I learned of these programs through an employee, John Johnson; and further information through the Career Services Department at Saginaw Valley State University. Thank you for taking the time to review my application materials.

While employed at XYZ Company, I utilized my administrative, organizational, and communication proficiencies to perform daily tasks including, answering phones, responding to emails, running errands, sorting mail, and using a multi-purpose copier. In addition to those mentioned, I assisted multiple departments to maintain various documents, such as invoices, statements, packing slips, non-conforming product reports, and data analysis. Most importantly, I ensured customer satisfaction by providing customers with elemental analysis before orders are completed and performed advance research to resolve any customer issues.

My background in working in a professional office setting and my education are excellent indicators that I will successfully perform in this position. A cooperative position will allow me to utilize my administrative skills and gain professional experience in a corporate setting while pursuing a Bachelor of Business Administration in Management.

I look forward to starting and advancing my career through a cooperative position at Dow Corning Corporation. I would be happy to answer any questions you may have and have the opportunity to interview with you. You may contact me by phone or email at 989.964.4954 or careers@svsu.edu. Again, thank you for the time and the opportunity.

Sincerely,

Coop Cardinal