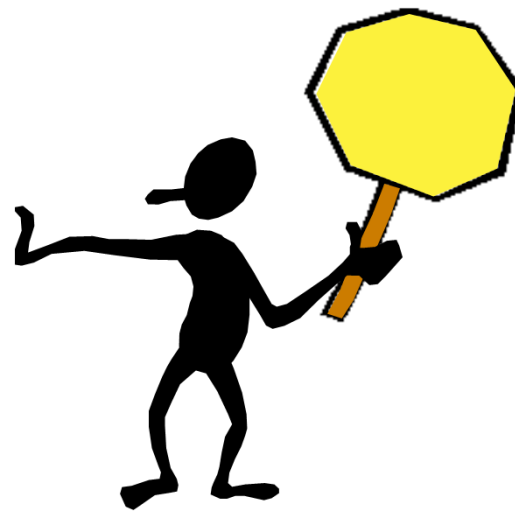


# EFFECTIVE COVER LETTERS

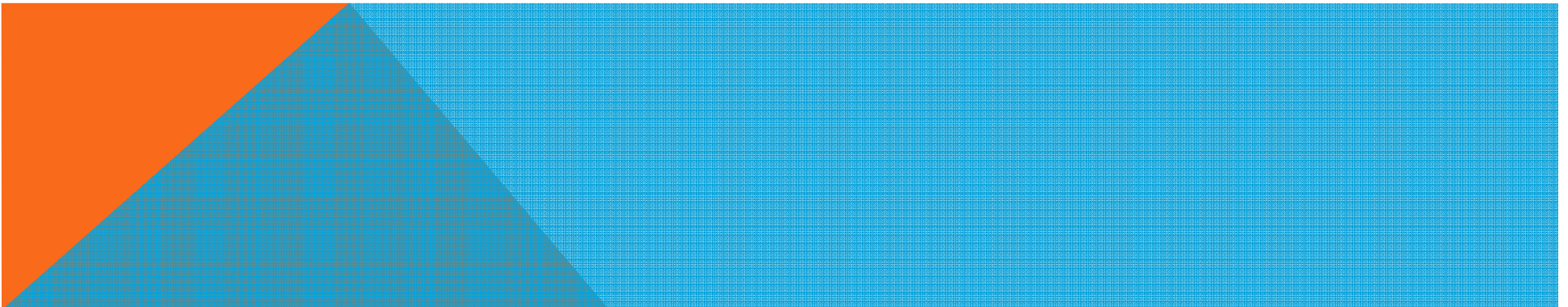
PRETTY GOOD IS GOOD ENOUGH



# A SIMPLE FORMAT

- Memorize the format
- Use the same opening/closing lines
- Customize the body
- Don't sweat it!

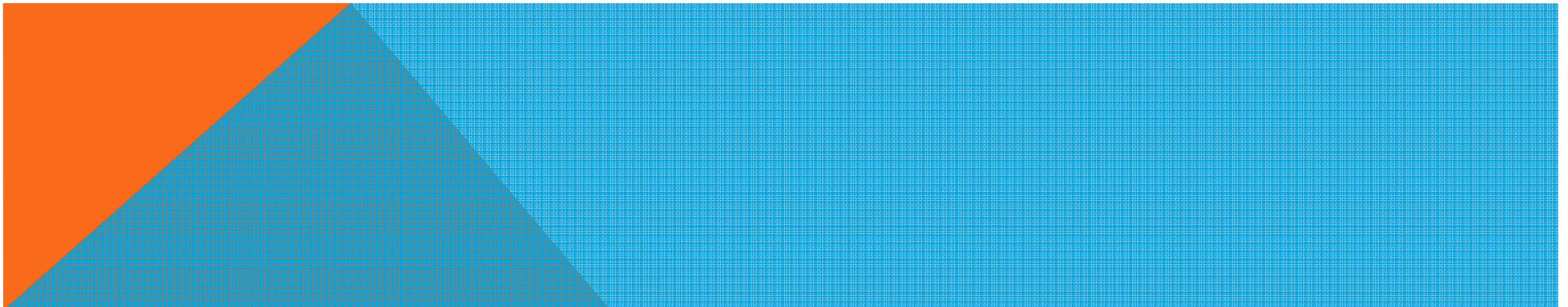
But . . . do proofread carefully.



# PARAGRAPH 1

1. Which position
2. How you heard about it (name dropping)
3. Enthusiasm

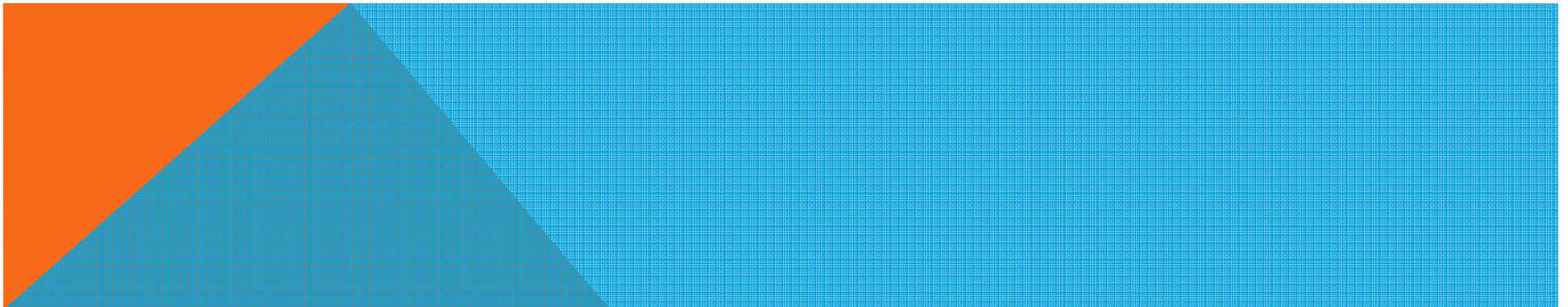
Please consider me for the Electrical Engineering Intern position advertised in the Deseret News last Sunday. Joe Schmidt, who works in manufacturing at your company, suggested I apply. He said my team-oriented attitude would be a good fit for your organization.



# PARAGRAPHS 2 AND 3

1. How you match them
2. Specific facts or a PAR story
3. Keywords

Your ad indicated that you are looking for someone with radio circuitry training. I have taken three classes on radio circuitry, receiving an A in each course and completing a final project in \_\_\_\_\_.

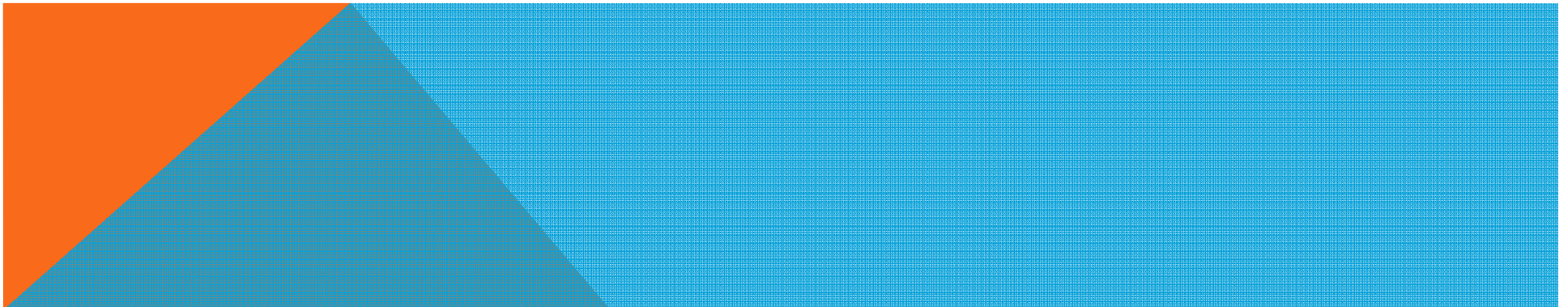


# PARAGRAPH 4

1. Request for interview
2. Your contact information
3. Polite statement

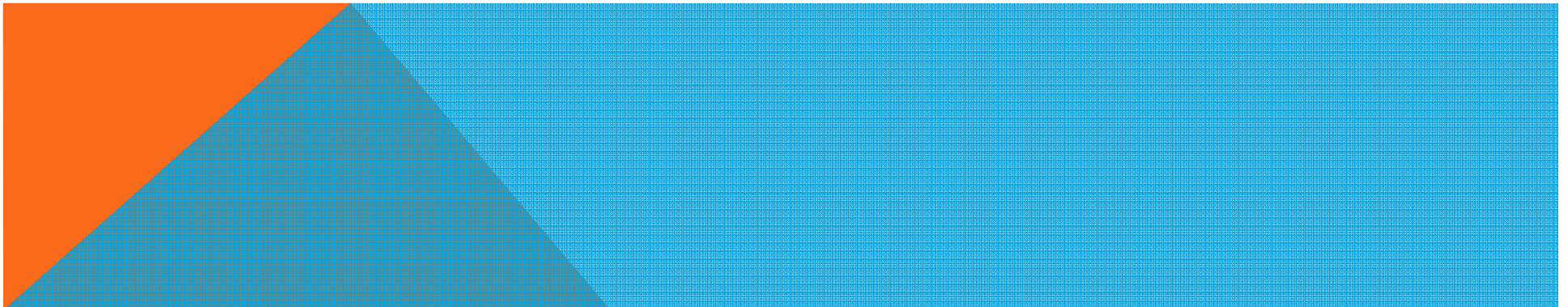
Please call me at 801-555-5555 to arrange an interview.  
Thank you for your consideration.

Sincerely,



# FINAL TIPS

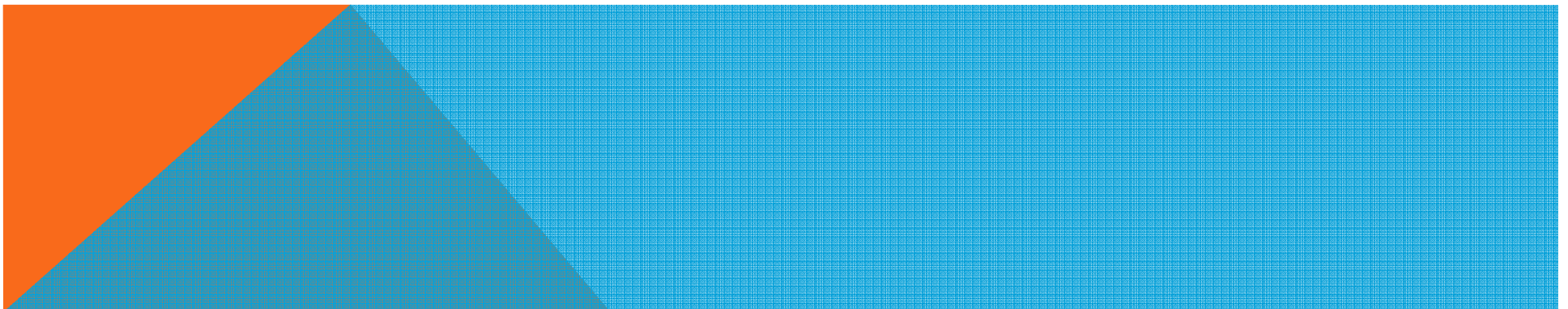
- Cut some of the “I”s
- Have someone else read it
- Sound like yourself, but better
- Check addressee every time!



# IN-CLASS EXERCISE

- Pick one of two job postings
- Write 1-3 paragraphs of letter
- Hand it in
- Get it back next time

Reminder: Resume/Cover Letter Draft Due 10/18



# MEMORY JOGGER

## Paragraph 1:

which position, name dropping, enthusiasm

## Paragraphs 2-3:

how you match them, specific PAR stories,  
key words

## Paragraph 4:

request for interview, contact info, polite statement

