

TABLE OF CONTENTS

About Cover Letters	2
12 Key Components of a Cover Letter	3
Format of a Structured Generic Cover Letter	4
Types of Cover Letters.....	5
Sample Cover Letter(instruction only)	6
Sample Cold Cover Letter	7
Sample Targeted Letter.....	8-9
Sample Referral Cover Letter.....	10
Sample Networking Cover Letter	11
Sample Follow-up Cold Cover Letter.....	12
Sample Thank You Cover Letter	13
Sample Acceptance Cover Letter	14
Sample Withdrawal Cover Letter	15

Cover Letters

A cover letter is an introductory letter and a written form of communication that accompanies other documents you are required to send to your potential employer or college personnel.

The cover letter provides a brief explanation of why you believe you are a good fit for the position, while the résumé demonstrates your qualifications for the position and lists your skills and experiences.

An effective cover letter should capture the reader's interest, provide insights about you and draw the reader to your résumé, college or scholarship application. The cover letter:

- Highlights your skills, accomplishments, and experience
- Allows you to link your skills and experience to the company's current needs
- Provides a sense of who you are to the company/organization
- Calls attention and adds weight to the credentials of your résumé
- Should be limited to one page

The main purpose of the cover letter is to:

1. Introduce yourself to the appropriate personnel at the company/organization
2. Express your reasons for wanting to work/study at the company/organization
3. Emphasize how your qualifications, skills and experiences can be of benefit to the company/organization
4. Get the reader to take further action such as scheduling an interview

“DOs and “DON'Ts” of Cover Letters

DO:

- Personalize your cover letter
- Address the employer by name and title
- Customize each cover letter for the position to which you are applying
- Use the appropriate cover letter that is relevant to your job target
- Market all specific skills, give qualifications, and demonstrate that you can perform the required tasks required by the organization
- Ensure that it is free from errors
- Use the same font and paper type as your résumé
- Ask for an interview

DON'T:

- Address the cover letter to “To Whom It May Concern”. if possible use a person's name
- Repeat what's on your résumé
- Be too wordy or make the letter too long

12 Key Components of a Cover Letter

1. **Contact Information** - This includes your name, address, home telephone and cellular numbers as well as your personal email.
2. **Date** - The date you're writing your cover letter (e.g., April 1, 2014).
3. **Inside Address** - This is the complete name and address of the person and company you are contacting (addressee, company name, street address, city, state and zip code).
4. **Reference Line** - This line is optional, but when used, it should appear directly below the inside address. It states the title of the position for which you are applying and may include a reference code or job number if applicable.
5. **Salutation** - This is the greeting ("Dear Mr. Brown"). As much as possible, address the letter to a person by name.
6. **Introductory Paragraph** - Tells the reader the purpose of the letter.
7. **Main Paragraph** - Explains how your knowledge, skills and abilities relate to the objective of your letter and why you are an ideal candidate.
8. **Second Main Paragraph** - Continue to highlight any specific and relevant skills, training, courses or any experience that relates directly to the job for which you are applying.
9. **Closing Paragraph** - Thank the reader for the opportunity and request an interview or if applicable, tell the reader that you will follow up soon to schedule an interview.
10. **Complimentary Close** - This signals the letter is coming to an end (e.g., Sincerely).
11. **Your Signature and Typed Name** - This is where you sign your name in black or blue ink above your typed name on the letter.
12. **Enclosure** - This line tells the reader that you have enclosed other material with your cover letter (e.g., your résumé, etc.). Do not include anything that was not requested.

The Format of a Structured, Generic Cover Letter

Your name
Your street address
City, State, Zip Code
Your telephone number
Your e-mail address

Date of letter

Addressee
Title
Company Name
Company's Street Address
City, State, Zip Code

RE: Position/Job Code Number (Optional)

Dear Mr./ Ms. /Mrs. XXXXX:

Paragraph 1: State the specific position, type of work or the specific reason you are contacting the company/organization and mention how you heard of the opening. If you are seeking employment and you do not know if the company has vacancies, use this paragraph to inquire about possible employment opportunities.

Paragraph 2 (and 3): Explain how your knowledge, skills and abilities relate to the job for which you are applying. If you have relevant work experience or related education, be sure to point it out but do not reiterate your entire résumé. Do this in a confident manner and remember that the reader will view your cover letter as an example of your writing skills.

Depending on how much information you share, this section may run into a third paragraph.

Paragraph 4: In closing let the reader know when you would be available for an interview.

Sincerely,
(Your signature)

Your typed name

Enclosure:

Types of Cover Letters

There are eight basic types of cover letters that can be used in a job search. They are cold, targeted, referral, networking, follow-up, thank you, acceptance, and withdrawal cover letters.

1. **Cold Cover Letters** - A letter written to a company inquiring whether they have current vacancies in your career field or to express interest in future employment opportunities. This type of cover letter provides the reader with a broad introduction to your skills, qualifications, experience, and other notable traits that will trigger their interest in you.
2. **Targeted Cover Letters** - A letter written to an organization that details the exact position you are seeking. Usually it is a response to an advertisement. Be sure to reference the position title or job number when using this type of cover letter.
3. **Referral Cover Letters** - A letter used when another party informs you of a possible job opening. Be sure to include the name, title, and company of the person who referred you.
4. **Networking Cover Letters** - A letter written to generate Informational Interviews, which allow you to obtain job search advice in a specific career area. Networking letters are written to your personal and professional network of contacts. Your contact can assist you in identifying employment opportunities, getting interviews, and shortening your job search.
5. **Follow-Up Cover Letters** - Follow-up letters are used after you talk with or meet with someone who has provided you with a job lead. Also, once you have landed a job, a follow-up letter shares the good news with the people who have helped you. It tells them the name of the company you now work for and thanks them for their assistance with your job search.
6. **Thank You Letters** - A letter addressed to the individual(s) who conducted the interview on behalf of the employer. This letter reminds the interviewer why you are the best choice for the job and highlights key areas relevant to the job (from your interview discussions). Follow-up letters are also used to thank interviewers for their time.
7. **Acceptance Cover Letters** - A letter written to officially accept a job offer, confirm the terms of employment, and reinforce the employer's decision to hire you.
8. **Withdrawal Cover Letters** - A letter written to inform an employer that you have accepted another offer or requesting that your application be withdrawn from further consideration.

SAMPLE COVER LETTERS (Pages 7-15)

**(These are sample letters ONLY and
are NOT to be copied
“verbatim” as your cover letters)**

SAMPLE COLD COVER LETTER

Anne Arundel
9876 Anne Arundel Avenue
Severn, MD 22222
410-777-2222
aaarundel@aacc.edu

July 1, 2014

Ms. Oprah Winfries
Human Resources Manager
Harpo Studios, Inc.
12345 Wealthy Way
Chicago, IL 99999

Dear Ms. Winfries:

I am a recent graduate of Anne Arundel Community College and I am looking to embark on my career in media productions. I am writing to Harpo Studios, Inc. to seek a position as a Media Specialist in your production department.

My résumé is enclosed to provide you with an overview of my experience, education, and training. As my résumé indicates, I worked as a part-time production clerk while pursuing my degree at Anne Arundel Community College. My duties included editing film, camera work, and creating soundboards. I wish to build my knowledge base and broaden my experience. I am a fast learner, current on the latest technology, and willing to go the extra mile at all times to ensure that quality service is maintained at all times.

I welcome the opportunity to meet with you to discuss how my qualifications could benefit Harpo Studios, Inc. If you need additional information, I can be reached at 410-777-2222.

I look forward to hearing from you.

Sincerely,

Anne Arundel

Anne Arundel

Enclosure: Résumé

SAMPLE TARGETED COVER LETTER

Veronica Arundel

101 College Parkway
Arnold, MD 21012
410-777-2512
varundel@aacc.edu

June 1, 2014

Jerome Cosby, Ed.D.
Columbia Academy
12345 Academic Avenue
Las Vegas, NV 99999

Re: Kindergarten Teacher #2014

Dear Dr. Cosby:

Your recent advertisement in the *Baltimore Sun* is just the opportunity for me. I recently completed my Associates Degree in Early Child Development from Anne Arundel Community College and I am eager to provide your students with expertise in the areas you outlined in your job posting.

My résumé is enclosed to provide you with an overview of my experience, education, and training. For the past two years, I had the opportunity to function in a variety of educational settings including teaching and mentoring students in kindergarten. My students are the highlight of my day and I enjoy teaching them new concepts.

If you are interested in a dedicated teacher, please contact me to set up an interview so we can discuss how I can be an asset to Columbia Academy. I will also call you next week to see when we can meet.

Sincerely,

Veronica Arundel

Veronica Arundel

Enclosure: Résumé

SAMPLE TARGETED COVER LETTER

Andrew Arundel
101 College Parkway
Arnold, MD 21012
410-777-2512
aarundel@aacc.edu

June 10, 2014

Ms. Jennifer Opportunity
Opportunity Works
201 Available Street
Miami, FL 34023

Dear Ms. Opportunity:

I read with interest your advertisement in the June 6, 2014 edition of the Washington Post for a Business Development Assistant employee. As demonstrated in the accompanying résumé, I have more than six years of successful experience working in a business development setting.

In my prior positions, I worked with executives of major corporations, several directors and other top level executive staff, as well as many Fortune 500 and corporate clients. Also, my previous experiences as an Executive Assistant in law firms have given me insight into many integral levels of the business process. I am able to apply my strong problem-solving, analytical, quantitative, research, computer, interpersonal and communication skills in developing and implementing short-term strategic planning into actionable business practices. Furthermore, my professional experience and success in high-paced, deadline-oriented environments would definitely prove to be an asset in any capacity you may require.

I am very proficient with Microsoft Office Suite and I am at the master level working with generating PowerPoint presentations. This includes the creation of slide backgrounds that are client and project-specific. I also have extensive experience creating and manipulating contracts, generating and preparing financial documents and reports, and making comprehensive travel arrangements.

I would like to meet with you as soon as possible so I can demonstrate to you in more detail why and how my skills and experiences would be an excellent fit for the Business Development Assistant position. I look forward to hearing from you.

Sincerely,

Andrew Arundel

Andrew Arundel

Enclosure: Résumé

SAMPLE REFERRAL COVER LETTER

Annie Arundel
246 Alphabet Court
Severn, MD 22222
410-777-2222
annie@aacc.edu

July1, 2014

Mr. Michael Jordangelo
Chicago International, LLC
1357 Chicago Bulls Boulevard
Chicago, IL 99999

Dear Mr. Jordangelo:

Kobi Bundle of the California Lakers suggested that I write you in regard to a potential opening in the engineering department of one of your companies in and around the Washington, DC area. Kobi and I worked together on several projects and he speaks highly of you. As you can see from the enclosed résumé, I am highly experienced working on specific engineering projects in the sports industry.

For the past five years, I have worked as a computer engineer with specialty in the sports industry. Some of my qualifications include:

- Experience with several corporate information systems
- Microsoft certification valid until December 2050
- Proven ability to improve information systems and networks by streamlining systems and improving methods of user training

I would welcome the opportunity to meet with you to further discuss a potential opportunity with your company. I can be reached at 410-555-5555. I hope to connect with you soon.

Sincerely,

Annie Arundel

Annie Arundel

Enclosure: Résumé

SAMPLE NETWORKING COVER LETTER

WINSTON CHARLES COLLINS, JR.

54425 Howard Parkway, Apt. D293
P.O. Box 2332, Atlanta, GA 30311

404-323-0907 work
770-404-7674 cell

Collins_Bill@gmail.com

www.linkedin.com/in/collinswjr

www.winstonappraisals.com

June 23, 2014

Mrs. Sarah Wellman, Director of Referrals
Valuation Appraisal Entity, LLC
441 West Limmend Street, Suite 2001
Washington, DC 20024

Dear Mrs. Wellman:

It was a pleasure to speak with you at the annual regional real estate convention last month. As an established real estate professional with expertise in real estate appraisals, I consider myself fortunate in learning that your department conducts the verification of real estate appraisers. As you requested, I am enclosing a copy of my résumé, which details my real estate experiences, expertise and credentials for your review.

Building and maintaining relationships are highly regarded skills in the real estate industry. As detailed in my resume, I have been highly effective in cultivating and maintaining long lasting relationships with clients in the real estate industry. I have also been successful in communicating and coordinating with government agencies, state and local municipalities, and know the value of providing exceptional service to create opportunities for referrals and growth.

I understand that your organization also engages in contracts with financial institutions, private investors and business owners. Therefore, I would appreciate your help in connecting me with the appropriate individual within your organization.

I appreciate your assistance and I will follow up with you in a few weeks to obtain your feedback.

Sincerely,

Winston Charles Collins

Winston Charles Collins, Jr.

Enclosure: Résumé

SAMPLE FOLLOW-UP COVER LETTER

Lionel Arundel
101 College Avenue
Baltimore, MD 21012
410-777-2222
lionelarundel@aacc.edu

July 22, 2014

Mr. Simon Cowelly
VAP Productions
54321 Hit Song Highway
Philadelphia, PA 19141

Re: Back-up Singer Position

Dear Mr. Cowelly,

Thank you for meeting with me last week to discuss the back-up singer position. American Idol is a great show and I would love the opportunity to be a part of such an exemplary unit at VAB Productions. To date, I have not heard from your office, so I wanted to reiterate my interest in the position.

If necessary, I would be glad to resend my application materials, another “demo” tape, or to provide any further information you might need regarding my candidacy. I can be reached at 555-555-5555 or lionelarundel@aacc.edu. I look forward to hearing from you soon.

Sincerely,

Lionel Arundel

Lionel Arundel

SAMPLE THANK YOU COVER LETTER

Justin Arundel
101 College Parkway
Arnold, MD 21012
410-777-2512
Jmorgan@aacc.edu

June 1, 2014

Ms. Cheryl Simmons
TD Bank
300 Virginia Avenue,
Virginia, MD 21002

Dear Ms. Simmons :

I would like to thank you for providing me with the opportunity to interview for the teller position and to potentially become a part of TD Bank at the new location in Annapolis. After meeting with you and listening to your ideal qualifications of a teller, and your requirements for providing excellent customer service, I am very enthusiastic about the possibility of working at TD Bank.

As discussed in the interview, I will bring excellent customer service skills and strong communication skills to the position. These skills will not only provide outstanding customer satisfaction, but will also provide respectable and efficient teamwork with fellow employees.

Again, thank you for meeting with me on such short notice and I appreciate the time you gave me to introduce me to your company. If you have any questions, please feel free to call or email me.

I look forward to hearing from you.

Best regards,

Justin Arundel

Justin Arundel

SAMPLE ACCEPTANCE COVER LETTER

July 2, 2014

Ryan Romney
369 Annapolis Road
Annapolis, MD 20002
410-777-2222
rromney@aacc.edu

George W. Woods, Esquire
Woods, Woods & Cheney
248 College Parkway
Arnold, MD 21012

Dear Mr. Romney:

I am pleased to accept your job offer for the position of Senior Receptionist. I am excited about the opportunity to make positive contributions at Woods, Woods & Cheney. According to our phone conversation, my starting salary will be \$50,000 per year plus benefits that will go into effect after 60 days of employment.

I look forward to the start of my employment on Monday, August 18, 2014. Please contact me if you require any additional information.

Sincerely,

Ryan Romney

Ryan Romney

SAMPLE WITHDRAWAL COVER LETTER

Whitney Hilton
741 Cursive Curve
Baltimore, MD 22222
410-555-2222
whilton@aacc.edu

July 5, 2014

Mr. Brad Pittney
Pittney International
258 Hollywood Hills
Hollywood, CA 99999

Dear Mr. Pittney:

Thank you very much for offering me the position of Marketing Manager with Hamlet Hotels. After much debate and consideration, I have decided to decline your generous offer. I believe this is a great opportunity; however, due to family obligations, I am unable to meet the heavy travel requirements that would necessitate me to meet the company's standards.

I sincerely appreciate you taking the time to interview me and to share information on the opportunity and your company, and I wish for the continued success of Pittney International.

Sincerely,

Whitney Hilton

Whitney Hilton

References

Enelow, W. and Boldt, A. (2007). No-Nonsense Cover Letters: The Essential Guide to Creating Attention-Grabbing Cover Letters That Get Interviews & Job Offers. Career Press. New Jersey.

Enelow, W. and Kursmark, L. (2001). Cover Letter Magic: Trade Secrets of Professional Résumé Writers. Jist Works. Indiana.