



COLLEGE OF BUSINESS

Cover Letters

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INTRODUCTION

- **Address to specific individual w/ correct title & business address.**
- **Tailor to position and/or employer. No generic, mass-produced letters.**
- **Follow the cover letter format.**
- **Employer/work-centered rather than self-centered. Use 1st person (“I”) sparingly.**
- **Make it sound confident without being arrogant.**
- **It answers “Why should we hire you?”**

SHOULD:

- **Tell the employers what you can do for the company, instead of what the company can do for you.**
- **Find out about the employer's needs, then emphasize what you can do to meet their needs.**
- **Consider how your work experience, education, and/or personal qualities would be helpful to the employer.**
- **Be action oriented.**

PARAGRAPH 1

- **Include:**
 - **Position applying**
 - **How you heard of position**
 - **Why you want to work for that particular organization/job.**

PARAGRAPH 2

- **Addresses how your education and experience relates to the skills that they are seeking.**
- **Sell concrete skills and address the requirements in the job description so this section changes with each cover letter.**

PARAGRAPH 3

- **Sell the soft skills that you have which are relevant to the position. Might be listed specifically in job requirements.**
- **This is where you sell your personality. (Enthusiasm, motivation, sense of humor, communication, work independently).**

PARAGRAPH 4

- **Reiterate interest in the position, request an interview, and offer additional materials if needed. Thank reader for their time and consideration**

SIGNATURE AND ENCLOSURES

- **Sign letter if faxing or snail mailing.**
- **The word “Enclosure(s)” indicates that there are other materials that the employer should look for.**

EXAMPLES

Go to:

- <http://www.career.colostate.edu/media/9086/summit%20guide%20cover%20letter.pdf>
- <http://www.biz.colostate.edu/career/>
(currently under construction)
- http://www.quintcareers.com/cover_letter_samples.html



ADDITIONAL TIPS

- **No bizarre graphics, photos, slang, or catch phrases**
- **No incorrectly spelled words**
- **Try to keep to one page**
- **No exaggerating or lying**
- **Address key areas from job description**

CAREER INFORMATION

- www.career.colostate.edu
- <http://www.biz.colostate.edu/career/>
(currently under construction)
- **Contact Melissa Luna, Career Center Liaison
for the College of Business, at
970-491-0706 or email
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