

# HOW TO: WRITE A WINNING COVER LETTER

Street Address  
City, State, Zip  
Date

Name  
Title  
Name of Organization  
Street Address  
City, State, Zip  
Dear Mr./Ms. \_\_\_\_\_:

#### FIRST PARAGRAPH:

Tell why you are writing the letter (be clear about the position or type of position you are seeking). Attract the employer's interest by briefly touching on your specific knowledge of the company and/or position. Is this an inquiry or are you applying for a job? How did you find out about the position or the organization? If someone referred you, you may mention his/her name here. Give a brief statement demonstrating your specific interest in the organization/field.

#### MIDDLE PARAGRAPH(S):

Your middle paragraph(s) should communicate precisely what you have to offer the employer. Why do you want to work for this organization? How has your background prepared you for this position? Select your most relevant details and skills from past experiences that relate to the position/organization at hand. Show the employer how your background matches the requirements of the job. Avoid vague statements; back up claims with specific examples. Refer to your resume. (Your middle paragraph(s) is/are critical to your success.)

#### CLOSING PARAGRAPH:

Closure. Restate your interest and willingness to meet the employer. Elicit a response and/or mention that you will follow up with phone call if appropriate. Thank the employer for his/her time and consideration of your application/inquiry.

Sincerely,

(4 spaces if mailed or faxed, 2 spaces if emailed)  
(Handwritten signature if mailing or faxing)

Your typed name

### Notes

- Sell yourself and state your case concisely
- Follow up with the employer
- Cover letters should be individualized for each employer
- Keep a copy for yourself
- Double check your grammar and spelling/Have others proofread your work
- Cover letters are typically one page

## For Posted Position

888 Glenbrook Road  
Bryn Mawr, PA 19010

January 27, 2011

Ms. Jennifer Kelley  
College Relations Manager  
Scarrone Consulting  
25 127<sup>th</sup> Street  
New York, NY 22122

Dear Ms. Kelley:

I am formally applying for the Marketing Associate position with Scarrone Consulting which is posted on Villanova University's Career Center website. Scarrone Consulting is an ideal fit for me due to my interests in international business and I feel my qualifications are a good match for the responsibilities of this position.

As a senior, marketing major with additional coursework in finance and economics, I feel my academic background fits well with the nature of your work. I was an active leader in many of my upper level business projects and took advantage of every opportunity to learn about international markets. This past summer I interned at Morgan Stanley and was exposed to many areas of client services. This experience enabled me to understand marketing and consulting strategies as well as being a contributing member of some major team projects. These experiences, in and out of the classroom, have solidified my interest in an organization like Scarrone Consulting.

My resume demonstrates a high level of involvement outside the classroom at Villanova. I have been an active participant and have assumed a leadership role in many of my volunteer activities. Leading a major fundraising campaign for my fraternity and being a committee leader for Special Olympics have been highlights for me. My involvements at Villanova, as well as holding a part-time position throughout college convey a strong work ethic and boundless energy. After graduation, I would like to continue my strong performance with Scarrone Consulting.

I look forward to the opportunity to meet with you to discuss my candidacy in more detail. Please contact me by phone or email if you need any additional information. Thank you for your time and consideration.

Sincerely,

Matthew Murphy

## Networking Letter

321 S.  
Juniper St.  
Ardmore, PA 19108

October 21, 2011

Ms. Molly Clark  
Recruiting Director  
Nelton Technologies  
800 Wildcat Lane  
New York, NY 10034

Dear Ms. Clark:

I had the pleasure of meeting Mary Stow, a recent graduate of Villanova University who now works at Nelton Technologies. She gave a presentation last week to the Villanova chapter of the Society of Women Engineers (SWE) and recommended that I contact you regarding software engineering positions with your firm. I am currently a senior Computer Engineering major and will graduate in May 2009.

During my internship last summer at Vision Software, I worked with a CALMA system in developing VLSI circuits, and I also gained substantial experience in the design of interactive aerospace engineering software. I have also held the role of team leader on several academic projects in my computer engineering classes. As a result of these experiences, I believe I can make a direct and immediate contribution to your department. I am very hard working and would bring a great deal of dedication and energy to the position of software engineer. My interest in your company stems from the extensive reading I have done in various trade journals about the high-quality work environment that exists at Nelton Technologies.

In addition to my internship and class project experiences, I have been very active in student organizations at Villanova. My leadership positions in SWE and my active involvement in IEEE have helped me to develop strong leadership, teamwork, and time-management skills which I hope to continue to strengthen through a position at your company.

I would like very much to meet with you to discuss your openings for software engineers. Please contact me at the above address or by telephone at (610) 555-5555 or email at [natalie.smith@villanova.edu](mailto:natalie.smith@villanova.edu). Thank you for your time and consideration.

Sincerely yours,

Natalie Smith

## Broadcast Letter

801 Montgomery Avenue  
Bryn Mawr, PA 19010

November 20, 2011

Mr. Michael Laus  
Human Resources  
Boyd, Tamney, Cross Marketing  
120 Walnut Street  
Philadelphia, PA 19037

Dear Mr. Laus:

I am writing to introduce myself as a candidate for an account representative or related position at your firm. As a senior Communication major at Villanova University, I have the credentials and desire to be a contributor at Boyd, Tamney, Cross Marketing. Your firm specializes in entertainment accounts as well as promotional support for major health care organizations which are strong areas of interest for me. Your name was given to me by Gina Ford, who previously worked for your firm.

My advertising course at Villanova gave me the unique opportunity to run a campaign from the planning stages to the final proposal to present to a local business. Our group's plan was well received by the employer and was to be utilized by their marketing staff. As the Correspondence Chair of my sorority, I constantly had the task of all written materials to alumni, our national chapter and local philanthropic organizations. In addition, my summer position at Good Samaritan Hospital, gave me exposure to all the marketing strategies of the Community Services Department. One of my tasks was to write articles for the weekly newsletter. My written and oral communication skills are very strong and have continued to improve through these experiences.

I am a creative, hard working individual who has a strong desire to work at a firm such as yours. I would love the opportunity to meet with you to further discuss my qualifications. My schedule is flexible and I would be able to schedule a meeting at your convenience.

Thank you for your time and consideration.

Sincerely,

Holly Armstrong

## Thank You Letter

3424 Langdon Rd.  
San Diego, CA 12345

September 25, 2011

Mr. Andrew Little, Director  
DeNicholas Engineering  
2529 Samantha Drive  
Cherry Hill, NJ 12349

Dear Mr. Little:

I wanted to thank you very much for interviewing me yesterday for the associate engineer position. I enjoyed meeting you and learning more about your research and design work.

My enthusiasm for the position and my interest in working for DeNicholas Engineering were strengthened as a result of the interview. It was very exciting to learn of your new research projects and the significant roles of new hires as part of the project teams. I feel my education and significant research experience fit nicely with the position requirements and that I can make a positive contribution to your firm.

I want to reiterate my strong interest in the position and in working for DeNicholas Engineering. If you need any other information, please feel free to contact me by phone or email.

Thank you very much for the opportunity to interview and your consideration.

Sincerely,

Kate McCann

### Notes

- *Express sincere appreciation*
- *Draw attention to be a strong "match"*
- *Refer to something that was discussed during the interview*
- *Reiterate your interest in position/organization*
- *Provide any other information that wasn't previously given*

## Withdrawal Letter

3721 Dougherty Road  
Bethesda, MD 21321

February 22, 2011

Mr. Nicholas Metcalf, Vice President  
Maresca Investments  
1212 Layton Blvd.  
Pittsburgh, PA 13579

### **Notes**

- *State decision concisely with brief explanation*
- *Express appreciation for employer's consideration and courtesy*

Dear Mr. Metcalf:

I am writing to inform you that I am withdrawing my application for the Account Manager position with your firm. I have been interviewing for various positions in the financial industry and have decided to accept a position in corporate banking. It was a difficult decision for me as I enjoyed meeting with you and learning about the future of your firm.

Thank you for interviewing and considering me for a position in your firm. I was impressed with your professional staff and the goals and values of Maresca Investments.

Sincerely,

Kristen Scott

## Acceptance Letter

22 Thomas Drive  
Havertown, PA 24680

March 20, 2011

Ms. Eileen Dougherty, Manager  
Penguin Consulting  
1417 Martin Drive  
Columbus, OH 13579

### Notes

- *Confirm and accept your employment decision*
- *Confirm any logistics*
- *Express your appreciation for the opportunity*

Dear Ms. Dougherty:

I am writing to confirm my acceptance of your employment offer of March 3 and to let you know how excited I am to be joining Penguin Consulting. The position and type of work is such a strong match to my skills and interest. I am eager to contribute to the firm and am thankful for the opportunity you have presented me.

As we discussed, the start date will be mid to late July which works well for me. I will complete all the forms you sent me over the next 2 weeks. If I have any questions regarding any of the employee information, I will contact you.

I look forward to working with you and the rest of the team at Penguin Consulting. I am appreciative of your confidence in me and look forward to beginning my professional career with such a dynamic organization.

Sincerely,

Andrew Maglio

## Rejection Letter

483 Griffin Road  
Boston, MA 76543

April 20, 2011

Ms. Jennifer Scott, Manager  
Engle Publications  
2729 Hoffman Drive  
Hartford, CT 97531

### Notes

- *Be professional*
- *Acknowledge the offer*
- *Convey thoughtful consideration*
- *Express appreciation*

Dear Ms. Scott:

Thank you for offering me the position of Account Assistant with Engle Publications. I appreciate the time spent during the interview process and the opportunity to obtain a more thorough description of the position. I also appreciate the time you gave me to consider your offer.

After deliberating for a long period of time I have decided to decline your generous offer. Your organization is an impressive one with many of the opportunities that I was looking for and this was a very difficult decision for me.

Thank you again for all of your professionalism, as well as the time and consideration given to me. I enjoyed meeting you and the staff at Engle Publications.

Sincerely,

Lily Bernardo