

## Write a Winning Cover Letter!

The cover letter expresses your interest in the position and introduces you and your resume. Unless an employer instructs otherwise, always include a cover letter when you apply for a job.

There is a formula you can use for writing your cover letters. However, each cover letter will be unique and specific to you and to the employer. To write a draft cover letter, follow the guidelines below:



### **tone**

The appropriate tone for the cover letter is one of an informed, straightforward, courteous, relaxed and literate writer. Your goal is to portray yourself as mature, self-aware and confident.

### **Appearance**

Limit cover letters to one page, using a single-spaced leading and one-inch margins on the left and right sides of the page. Skip lines between paragraphs. Favor short over long paragraphs. Use a highly readable font, e.g., Times New Roman, and point size no smaller than 10. Spell-check, then proofread carefully for typos or other grammatical errors.

If you are mailing your resume and cover letter, use the same personal letterhead on each (and any additional correspondence), print them on quality off-white paper, and mail them in a large envelope rather than folded into a small one.

### Addresses and Greeting

Your contact information – either in the form of a personal letterhead or in block format – should be at the top of the page. Skip a line or two and type the hiring manager’s salutation (Dr., Ms., Mr.), name, title and address lines. Skip another line or two and type, “Dear,” the person’s salutation (Dr., Ms., Mr.), name and a colon.

- If possible, find out the proper title, spelling, and gender of the receiver of the letter. You can usually research the position online or call the company and ask for this information directly.
- If you can not be certain of the recipient’s gender, it is acceptable to use both the first and last name, e.g., (Dear Terry Johnson:).

# TRINE

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## UNIVERSITY

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### First paragraph

State the reason you are writing. State the name of the position and where you learned of the opportunity, and what you like about the position or company based on research. Ideally, open with a reference to how you learned about the company or position.

- If possible, provide context using names, e.g., “Ms. Jane Smith, a Quality Control Specialist in your Angola plant, informed me that you are seeking...”
- Include specific information about the company’s activities and vision – prove that you have done your homework and know something about the company.

### Body paragraphs

Be specific about why you are interested in the position. Briefly summarize your work experience and strongest qualifications. Use more than one paragraph if you have several different skills or relevant experiences. Stick to one topic per paragraph. Remember to think from the employer’s perspective. What do you offer them?

- Through concrete examples, provide evidence of your work ethic and success – site courses, co-ops, papers, projects or internships you have completed. Make your examples both quantitative and qualitative.
- Introduce your resume (“As the enclosed resume shows...”) and interpret it for your audience rather than simply repeating its details. Apply your education, work experience and activities directly to the job.
- Repeat key words and phrases described in the position description.

### Closing paragraph

Keep your closing short and simple. Respectfully indicate your desire for further action, reminding the company of your availability.

- Declare your interest in an interview.
- State a telephone number where you can be reached (even if included in your personal header).
- Specify your next steps, keeping the ball in your court.

Under the final paragraph, skip a line or two, then, directly under your heading address, type “Sincerely,” leave space for a signature, and type your name beneath.

- Sign your letter the same way it appears in your return address and typed after your closing paragraph. For example, if it appears as FirstName M. LastName, sign it FirstName M. LastName.
- Indicate that a resume is included along with the word “Enclosure” at the left margin near the bottom of the page.

### References:

- [www.collegegrad.com](http://www.collegegrad.com)
- [www.quintcareers.com/covres.html](http://www.quintcareers.com/covres.html)

## Jessica A. Student

1030 Thornwyk Dr. NW | Angola, IN 46703  
(111) 555-2222 | [jastudent@my.trine.edu](mailto:jastudent@my.trine.edu)

September 14, 2015

Jane Doe  
Director of Operations  
GE Energy  
123 Indiana Lane  
Oklahoma City, OK

Re: Edison Engineering Development Program

Dear Ms. Doe:

Your job description for a mechanical engineer in the Edison Engineering Development Program matches my qualifications, and I am extremely interested in the opportunity to work as an Edison Engineer for GE Energy.

I will be graduating in May 2015 with a B.S. in Mechanical Engineering from Trine University in Angola, Indiana. Through my coursework and internship experience I have a broad based understanding of mechanical engineering as well as the ability to work with others. I have taken a variety of classes that deal with systems analysis and design of energy systems. I am passionate about developing sustainable energy solutions to problems impacting the world today as well as in the future.

I have completed two internships while in college, the first at CNC Precision Machining and the second, most recently, at Toyota Motor Manufacturing Indiana. As an intern at CNC, I was able to experience working for a small defense contractor. My main project for the summer was designing a new plant layout to increase efficiency and reduce downtime. Working at Toyota was a completely different experience; I was able to experience working at a multi-national company with thousands of employees. I learned a lot about how a large company operates and was given numerous opportunities to volunteer in the community. While at Toyota I completed a major design project concerning the application of hot butyl to doors. Butyl is an expensive sealant applied to doors to prevent water damage. I was able to design and build a training station that will standardize the application of hot butyl while resulting in a significant cost savings for Toyota.

I am enthusiastic about the position and the organization and am confident I can quickly contribute to your organization! I look forward to the opportunity to speak with you further about the position. Thank you for your consideration. Please contact me by cell at (111) 555-2222 or email at [jastudent@my.trine.edu](mailto:jastudent@my.trine.edu). I look forward to speaking with you!

Sincerely,

*Jessica A. Student*

Jessica A. Student

Enclosure: Resume and Recommendation Letters

Jan A. Jones  
123 Polly Lane  
Angola, IN 46703

January 13, 2016

Ms. Linda Rawls  
Sealed Air Corporation  
People and Performance  
Address Line 1  
Address Line 2

Dear Ms. Rawls:

I am strongly interested in the Summer Internship Program shared with the Trine University chapter of the American Marketing Association. Sealed Air's emphasis on collaborative innovation and customer focus is appealing to me. My hands-on aptitude, customer-orientation, and discipline to succeed make me an excellent candidate for your internship program.

I am a Junior management major with an entrepreneurship minor at ACBSP-Accredited Trine University in Angola, Indiana. I am active on campus as a Resident Assistant, Captain of the football team, and have completed two internships in the banking industry. I also have hands-on experience in inventory control and understand the importance of the safe storage and transportation of products.

As Captain of the Leadership Responsibility Recon Patrol group, I organized multiple volunteer activities for the football team to promote community involvement among players. This required collaborating with multiple businesses in the community, strong communication skills, and teamwork. As a result of our efforts, game attendance by community members increased by approximately 25% over the past two years.

I am happy to relocate for the summer internship program, and look forward to the opportunity to discuss my qualifications further with you. I can be reached at (260) 555-1212 or by e-mail at [jajones11@my.trine.edu](mailto:jajones11@my.trine.edu). Thank you for your time and consideration. I will follow up with you within a week to confirm receipt of this application.

Sincerely,

*Jan A. Jones*

Jan A. Jones

Enclosure: Resume

# Chase Fast

123 East Spring Street | Auburn, IN 46706  
260.555.1212 | cfast12@my.trine.edu

January 14, 20XX

Nikki K. Secrest  
Talent Acquisition Specialist  
7111 West Washington, Building A  
Indianapolis, IN 46241

Dear Ms. Secrest:

I am very interested in a summer internship with Enterprise, and look forward to meeting your representatives at the Trine University Career & Internship Fair at the end of this month. My experience and career goals match your needs; I have extensive sales and customer service experience and proven leadership abilities as a coach and fundraiser. I am confident that I can perform the job effectively, and am very interested in exploring a career with Enterprise.

Your position is one that requires individuals to be engaging and to connect with customers. I have demonstrated both of these requirements as a Sales Associate over the past five years. I am responsible for ensuring customers receive world class customer service. My experience as an athlete enables me to identify and explain product features and benefits for specific product needs. Product knowledge and excellent listening skills are essential for developing customer relationships. Recently, I helped a customer who was looking for athletic wear to be used for weight lifting. I recommended items based on experience with our products and assured him his purchase would be a good investment.

Your position also requires leadership skills. As a Volunteer Assistant Football Coach, I know how to lead and motivate a team. I work with a variety of personalities and instruct the team during weight training and practices while facilitating camaraderie. Sales and coaching require strong communication skills and the ability to persuade customers and athletes that your recommendations can help them achieve their goals.

Please consider my request for a personal interview to discuss my qualifications and learn more about this opportunity. I am confident that my leadership and retail experience will help me perform above and beyond the expectations of the company. I have enclosed a resume, and will call you next week to see if a meeting can be arranged. Please contact me at 260.555.1212 or cfast12@my.trine.edu.

Thank you for your consideration. I look forward to talking with you.

Sincerely,

*Chase Fast*

Chase Fast

Enclosure: Resume

222 Sandy Lane  
Beach, MI 48154

**Pat T. Smith**

(260) 555-1212  
[ptsmith12@my.trine.edu](mailto:ptsmith12@my.trine.edu)

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January 13, 2016

Ms. Stephanie McGuire  
Klipsch Music Center  
12880 E. 146th St.  
Noblesville, IN 46060  
[StephanieMcGuire@livenation.com](mailto:StephanieMcGuire@livenation.com)

Dear Ms. McGuire:

I recently found your event marketing internship advertised on IndianINTERN.net for this coming summer. I am extremely interested in this position and am well qualified to meet your needs. Working for Live Nation would be an excellent experience for me and I would enjoy helping to create a memorable experience for guests.

I am a junior marketing major at Trine University in Angola, Indiana. As a student, I am involved in many campus activities that have helped me develop strong communication skills and become a better leader. As Vice President of my sorority, Phi Sigma, I have had the opportunity to organize philanthropic events, recruit volunteers, run meetings, and educate new members about the organization's history and values.

As a Team Leader for the campground retail store at Cedar Point this past summer, I provided exemplary customer service, managed five team members each shift, and suggested and implemented aesthetic changes to the layout which resulted in increased business to the store I helped manage.

Finally, due to my experience as a Financial Aid Office Assistant for three years, I am comfortable with office etiquette, and can work successfully with a variety of personalities.

My resume is enclosed for your review. I am excited about the opportunity to speak with you further about your summer internship. I can be reached by phone at (260) 555-1212 or by e-mail at [ptsmith12@my.trine.edu](mailto:ptsmith12@my.trine.edu). I will follow up with you within the week to inquire on the status of interviewing. Thank you for your time and consideration.

Sincerely,

*Pat T. Smith*

Pat T. Smith

Enclosure: Resume