

Purpose: To highlight the most ‘relevant’ aspects of your experience that match the job and introduce your resume

C
O
V
E
R

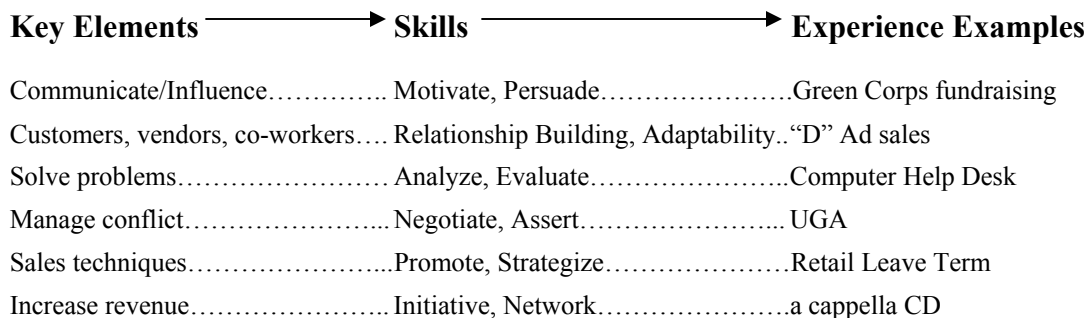
L
E
T
T
E
R

Your Working Draft - ‘Mapping’ Your Content

1. Research the nature of the job *before* you craft your letter
2. Identify the key elements of the job and company description - tasks, competencies required, environment, knowledge needed, personal qualities, work style, employer qualities, etc.
3. Identify the skills that match the key elements. Select 2-4 that are most relevant.
4. Select experiences from your present and past that provide ‘evidence’ of those skills.

Job Description

Customer service is the cornerstone of our company. You will effectively communicate, influence and interact with all types of customers, vendors & co-workers. You will utilize sales techniques, solve problems and manage conflict. You will track revenue and develop new strategies for increasing it.



Basic Checklist:

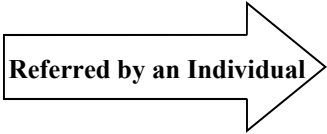
- Tailor the letter to a particular job and employer, to show you've done your research.
- Write in 'your voice'. You don't want to sound like every other student.
- Address it to a person, who is preferably in a hiring position.
- Write in proper business format. Center your letter on the page. Spell names correctly.
- Cut to the chase. Be clear and concise, with supporting detail.
- Be honest, not boastful. Avoid superlatives and 'flowery' or overly formal wording.
- Use positive language - i.e. don't apologize for something you haven't done.
- Keep the letter to 1 page, with a minimum of 3 paragraphs.
- Your letter should 'complement' your resume, not repeat the text of it.

Types of Inquiries:



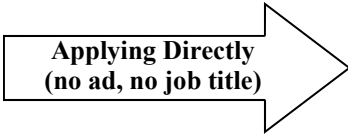
Responding to an Ad

"In response to your MonsterTrak job posting through Career Services at Dartmouth College, I am submitting my resume for your Sports Marketing internship."



Referred by an Individual

"After speaking to Mr./Ms. _____, from your firm, she recommended that I apply to the Event Planning Associate position within your Promotions Department."



**Applying Directly
(no ad, no job title)**

"After researching your organization's success in the land preservation campaign, I would like to be considered for any upcoming internship positions that would support your research, planning, or outreach activities."

E-Mailing An Application:

- Use only when the employer suggests it. (Sending by post is often more likely to get the employer's attention)
- Include your Resume and Cover Letter as enclosures. Write at least a line in the body of the e-mail to indicate to which position you are applying.

Tailor your letter to the job/career field to which you are applying

C O V E R L E T T E R

Introductory Paragraph

- State the position to which you are applying.
- State how you learned about the employer.
- Introduce what makes you a great candidate - include personal qualities and acquired skills.

“It is with great interest that I am applying to the Management Trainee position advertised through _____. Through my diverse job experiences and coursework, I have developed a broad skill set in customer service, client management, marketing and research that would be valuable to the range of projects covered by this position.”

The Body

- In 1 or 2 concise paragraphs, reveal your most relevant qualifications.
- State why you are focused on the position - how you can ‘add value’ to the organization.
- Give specific examples of experiences that reveal these qualifications.

“Knowing that your agency prides itself in balancing meaningful service with a systematic operational style, I want to emphasize my experience at the Community Partnership Coalition. I worked with several non-profit agencies to achieve greater efficacy in providing housing, health, and emergency services to constituents in crisis. Serving on the technical assistance team, I analyzed how they could streamline operations and collaborate for efficient response. Complementing this, I conducted research that resulted in the creation of an online library of applicable laws and policy recommendations for community leaders.”

The Closing

- Make a summary statement.
- Refer the reader to your resume.
- Indicate when you will be calling the employer to discuss your application.

“I want to contribute to your success as a leader in the environmental assessment industry. Enclosed please find my resume for your consideration. I will call you in a week to discuss this position further.”

How to Get Rejected:

- Cut and paste wrong employer names
- List all your qualities in random order
- Don't connect your qualifications to the job
- Provide too much irrelevant information
- Emphasize what the employer can do for you
- Typos

HB 1000, Dartmouth College
Hanover, NH 03755
Oct. 1, 2005

C
O
V
E
R

L
E
T
T
E
R

Ms. Molly Miller
Healthcare & High Tech Group
TransNational Inc.
888 Random Street
Boston, MA 02116

Dear Ms. Miller,

Please accept this letter as my application for the Research Associate position which was advertised in *The Boston Globe*. I am certain that I can supply the strong analytical and communication skills that TransNational requires to maintain its successful record of customer results. My Dartmouth coursework and two internships have equipped me with a broad range of experiences in rapid problem solving, customer service, research and business strategy that will prove valuable to your team.

I became a Computer Science major because I have an appetite for new knowledge and a drive to seek out the optimal solution for problems I encounter. As such, I think my research and analysis skills will be an important asset to TransNational. I demonstrated this skill set when I researched the prospect of implementing a public key infrastructure (PKI) at Dartmouth. My findings included technical considerations as well as practical concerns such as student attitudes and behavior, costs of various implementations, and a projection of when such a system might become obsolete. As a Research Associate, I will exhibit the same attention to practical detail without losing sight of the big picture.

When interning at Logix, the company was looking for ways to reduce costs, maintain market share, and expand product offerings to enable entry into related markets. I was able to contribute to these goals by researching their competitors' newest features and carefully weighing the benefits of integrating these features in Logix's competing product. My exposure to the senior staff decisions regarding each choice's effect on sales, revenue, company morale and productivity helped prepare me to think critically and realistically about similar issues facing TransNational's clients.

I strongly believe I can add value to your organization. I think you'll find that my combination of initiative, real business and technical experience, and clear analytical thinking are an excellent match for TransNational's needs as a high tech solution provider. Enclosed please find my resume documenting my qualifications. I will call you next week to discuss the potential of an interview.

Regards,

Iam A. Student

Encl.

Size: 10-12 point font on 1 page.

Space: Centered with 1-1.25 margins

Paper: Same quality bond paper as your resume, if mailing.

➤ **More Cover Letter Samples in Career Services** ◀

Purpose: This letter serves as your first introduction to a contact at an organization where you might like to work, that does not currently have an advertised vacancy. For this type of letter to be effective, you must get the employer's attention and create an interest.

Tips:

1. Reveal the reason that you identified the organization as one you would like to investigate.
2. Reveal skills, practical experience and work style that you think complements the employer's needs.

HB 333, Dartmouth College
Hanover, NH 03755
January 2, 2006

Mr. Rowan Ali
Creative Innovations
456 Hollywood Blvd.
San Antonio, TX 56789

Dear Mr. Ali,

I am a graduating Dartmouth College senior currently assessing organizations where I can make an optimal contribution in their marketing activities. After reading an article in the New York Times about your company's growth projections, I would very much like an opportunity to discuss the need for new talent that your company anticipates. I would therefore like to explore the possibility of scheduling a brief appointment with you to discuss this.

I enjoy the challenge of a competitive environment in which success is based on achievement. Additionally, I thrive where creative approaches are encouraged and working teams can be energized by a diversity of ideas. As you can see from my resume, I bring practical experience from my internships in branding with LogoLogic, market research with Sesame Workshop, and a very successful campus job working in the Marketing Department of the Hopkins Center for the Arts.

I would greatly appreciate the possibility of discussing how my qualifications can meet your personnel needs. I will call you in a week to explore scheduling a meeting time.

Regards,

Encl.

Elizabeth Moss

Purpose: To be sent after every job interview to re-affirm your interest in the position and organization. To clarify answers you gave in the interview or highlight a useful piece of information that was not covered.

Tips:

1. Type the letter and send it in the mail within 24 hours from your interview. E-mail should only be used if you have already established an e-mail relationship with the recruiter or there is no time between first and second round interviews.
2. If you were interviewed by more than one person, send the Thank You to the key hiring decision-maker or to the person who coordinated the interview process.
3. Mention the position for which you were interviewed.
4. Be brief.

Mr. Luis Donatelli
Big Brain Associates
111 Steppenwolf Street
Washington, DC 20007

Dear Mr. Donatelli,

Thank you for the opportunity to interview last Thursday, June 12, for the Junior Associate position at Big Brain Partners. I gained a greater understanding of the qualifications needed to advance your foreign policy research, and I am even more confident that I can make an immediate contribution.

Complementing my international development coursework, my research work at the Hudson Institute and the TransAfrica Forum would offer a distinct advantage in joining current research efforts. Also, my track record of being able to work under pressure and meet tight deadlines can give you the confidence that project management goals will be met.

I look forward to hearing from you next week.

Regards,

T
H
A
N
K
Y
O
U

A
C
C
E
P
T

“I would like to confirm my acceptance of the offer for the position of Museum Assistant. I was very impressed by the caliber of your staff and the new programming strategies you are developing.

Per your instructions, I will contact Human Resources next week to arrange an orientation appointment. I look forward to meeting with you in the near future to launch this new position.”.

D
E
C
L
I
N
E

“It was a pleasure to discuss with you areas of mutual interest related to the Clinical Study Coordinator position at Mercy Hospital. After careful thought, I have made the difficult decision to withdraw my candidacy.

I want to thank you for interviewing me and giving me the opportunity to learn more about your organization. I truly hope that we will have the chance to meet in the future”.