Anatomy of a Cover Letter

HEADER Your address

DATE Date you are sending the letter

INSIDE ADDRESS
Contact Person’s Name
Title
Company Name
Address
City, State and Zip Code

SUBJECT LINE
Title of position seeking

SALUTATION
Dear Mr./Dr./Ms./Mrs.

THE CARROT - Introduction
The purpose is to gain attention, interest, desire and action
Talk about how you heard about the job, your education, and why you are applying for this position.

THE RATIONALE - Body
The purpose is to strengthen, support information from your resume
Mention soft-skills (communication, problem-solving) but give examples
Address the employer’s needs (what is the employer asking for?)
Show that you know something about the company and why you would fit in
Can use the “STAR Method” (S = Situation, T = Task, A = Action, R = Result) to illustrate to employers situations where you demonstrated skills that they are looking for

THE CLOSE – Last paragraph
Close on a positive and upbeat note
Summarize your qualifications
Suggest the next step to be taken (follow up phone call)
Thank for their time and consideration

COMPLIMENTARY CLOSING
Sincerely,

WRITER’S IDENTIFICATION
Your full name
Sign above where you type the name