

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