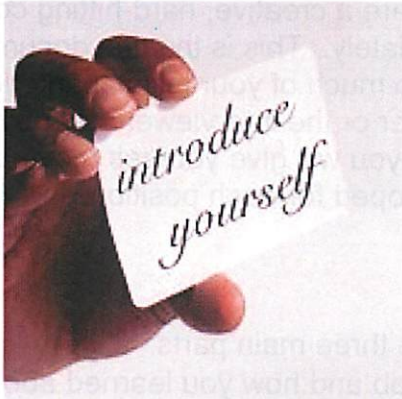


COVER LETTER HINTS



They'll need to see you on paper...

Airman & Family Readiness Center
JB Charleston, SC
(843) 963-4406

WRITE COVER LETTERS

What to Know

The purpose of a cover letter is to introduce yourself and sell the employer on how well your specific skills, abilities, and attributes match the organization's needs. It is critical that you take the time to prepare a creative, hard-hitting cover letter that gets the attention of the reader immediately. This is the first document a potential employer will see about you and it has to do much of your initial marketing. The cover letter is a chance to "speak" to the reader or the interviewer. By developing skills and achievement-oriented letters, you will give yourself a competitive edge. Each letter needs to be individually developed for each position.

What to Do

All effective cover letters have three main parts:

- They identify the specific job and how you learned about it.
- They match your skills, training, and experience with those required for the job, using your specific knowledge of the company.
- The last line should emphasize your interest in the job and indicate your plan for follow-up.

Cover Letter Guidelines

- The cover letter should not repeat your resume.
- Use standard business letter format.
- Type the letter on bond paper that matches your resume.
- Proofread carefully. Make sure that there are no typographical errors (typos) and that the proper grammar is used.
- Sell yourself! Make the reader want to speak with you. Be formal, polite, honest, and assertive.
- Keep the letter to a page or less.
- Sign and send the original. Keep a copy.
- Address the letter to the hiring authority and include their title. If you are answering an ad that does not give a person's name, call the company and find out to whom it should be addressed. If you cannot get a specific name, start the letter with "Dear _____ (manager of department/title of position)."
- Do your homework on the company.

Note: As you work on your own cover letter, use the sample letters on the following pages as a guide.

General Outline for a Cover Letter

Your name
Your street address
City, State Zip code
Your phone number
Your e-mail address

Date [Employer's Name]:

INTRODUCTION PARAGRAPH: You want to tell the reader why you are writing and name the position or department for which you are applying. You also want to capture the reader's attention. Mention how you heard about the organization or the opening. Name someone you and the reader know in common or someone in the company that knows you. Show you have done some research on the company by talking about new projects that company has taken on, the particular management philosophy they use, or citing something you have read about them.

BODY: In this section you want to build a connection between your background and the company's needs. If you have any directly related experience or education, summarize it here so the reader can look for it in your resume. If you have skills or accomplishments that relate to the job, mention them here. You are effectively summarizing your skills as they relate to the company research you have done. Be sure to do this in a confident and positive manner.

CONCLUDING INFORMATION: Indicate your interest in the job. Tell the reader you will be calling to follow up. State you look forward to being able to discuss your background in an interview. Thank the reader for his/her time and consideration. Do not mention your unavailability – if you will not be available until three months from now, the cover letter is not the appropriate time to convey that information.

Sincerely,

Signature

422 West Elizabeth Street
Norfolk, VA 23505

June 10, 2017

Ms. Mary Smith
Apex Corporation
1234 Main Street
Norfolk, VA 23522

Dear Ms. Smith

Enclosed please find my resume in reference to your ad in the *Tribune* on Sunday, June 9, 2000, for a senior computer programmer.

My work experience has provided an opportunity to master many of the skills your ad requests. As a military officer, I have worked both as a leader and team member. During 1996, for example, one of my responsibilities was to head a team that traveled to California to build a new bridge. I directed all phases of the development. We not only built the structure to specifications, but completed it ahead of schedule.

For the past year, I have been a part-time student and computer operator at Norfolk State University. I have had the opportunity to learn the operating systems of IBM 4341 and the Hewlett Packard 3000 series computers, and gain extensive knowledge in the area of production scheduling and multiple user resource allocation. I have a thorough understanding of PASCAL, FORTRAN, and COBOL and am taking a class in advanced statistics to supplement my knowledge of computer applications in this area. My degree in computer science was awarded in December 1999.

I would welcome the opportunity to discuss any qualifications with you in a personal interview. You may contact me at 804-771-7924 from 9:00 a.m. to 5:00 p.m. on Tuesday and Thursday, or by leaving a message on my answering machine at 804-774-6651. I look forward to hearing from you.

Sincerely,

John Smith

408 South William Street
Norfolk, VA 23505

June 6, 2017

Norfolk Tribune
P.O. Box 1472
Norfolk, VA 23521

Dear Sir or Madam:

Please accept my resume as an application for the data entry position advertised in the *Tribune* on Sunday, June 5, 2017.

My typing speed is 80 wpm, and I am familiar with a variety of keyboards and word processing software. I have two years of military experience as a production typist. Additionally, I received extensive keyboarding and data entry training while I was in the service.

I would appreciate meeting with you at your earliest convenience to discuss the position.

Sincerely,

Susan James

JOHN Q. PUBLIC

1234 My Street
Anywhere, US 12345

(234) 456-6789
myemail.com

December 22, 2017

Name of Individual
Name of Company/Organization
Street Address
City, State Zip code

Dear Mr. Smith,

Please accept this letter and accompanying resume as evidence of my interest in applying for a position as Project Manager with your company (or name of the company).

As outlined in my resume, my experience encompasses many aspects of supervision in the construction industry and clearly shows I have the qualifying skills and abilities required of a Project Manager.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

John Q. Public

VIRGINIA WOLFE

1234 My Street
Anywhere, US 12345

(234) 456-6789
myemail.com

December 22, 2003

Ms. Head of Company
Best Company
Street Address
City, State Zip code

Dear Ms. Helton,

Please accept this letter and accompanying resume as evidence of my interest in applying for a position of Administrative Assistant with Best Company.

My enclosed resume clearly shows I have qualifying skills and abilities compatible with positions such as this. Briefly, they are:

- More than three years hands-on experience in office management, administration, and customer service,
- Ability to successfully handle multiple tasks simultaneously, and a
- Desire to contribute to the continued growth and success of your company.

Thank you very much for taking the time to review my resume and for your kind consideration. I look forward to speaking with you in the near future.

Sincerely,

Virginia Wolfe