Your Name  
Street Address City, State, Zip  
Email and phone number

Today’s Date

Mr./Ms./Dr. Name  
Title  
Organization

Dear \_\_\_\_\_\_:

The **opening paragraph** should explain why you are writing, giving your specific employment interest. Mention how you found out about the position. If it was advertised, refer to the website or resource in which you saw it. If a contact told you about it, say so. It is also helpful to include an overall summary of the key skills, knowledge areas, or experiences that you are bring to this role right here in the first paragraph. If you start off with these very specific conclusions that confidently state that you have what the employer is looking for, then the reader will also have a lot of confidence that your letter and resume are worth reading. The next paragraphs will then expand on and illustrate what you are summarizing in this first paragraph.

The **middle paragraph(s)** should summarize the aspects of your background which will interest the employer. The more information you have about the organization and its needs, the better.  Discuss your qualifications in terms of the contributions you can make. While you should not repeat your resume verbatim, don’t hesitate to refer to the most important information discussed in it. Ideally, both your cover letter and your CV/resume would be able to stand alone. It is not necessary to describe yourself in superlatives. Rather than saying, “I can make a uniquely valuable contribution to your organization,” give the employer enough relevant, targeted information to allow the reader to reach that conclusion independently. Be specific and credible. Tell stories that have a touch of drama, for example: “When I was working as the president of X student group, one of the challenges that we faced was XYZ”. Once you have create a touch of drama, describe how you used your skills to overcome it, for example: “So what I had to do was build relationships with administrators on campus by communicating the critical role our group played in doing ABS”. Once you have told the story, reflect on it in terms of how this is particularly relevant for the reader, for example: “I really enjoyed being placed in a position where I had to reach out to contact and bring them all together by creating a shared vision for everyone to buy into. I think this combination of strong marketing skills and relationship building will be valuable to the role of Advertising Associate”.

The **closing paragraph** should explain why the position and the particular organization is attractive to you, and should hopefully pave the way for the interview. Provide an authentic reason why you are excited about bring your skills to the role, and what you will also gain from being in the role. Speaking with former or current employees at the organization as part of your networking will help in this regards.  You can also offer to send any additional information, restate your contact details, and state that you look forward to hearing from them.

Sincerely,

Your Name