

11000 University Parkway
Pensacola, FL 32514

September 25, 20__

Mrs. Lauren Loeffler
Assistant Director of Career Services
University of West Florida
11000 University Parkway
Pensacola, FL 32514

Dear Mrs. Loeffler,

First Paragraph. Your main objective in this opening paragraph is to give your cover letter focus (i.e. the position or type of work you are applying for). You also want to let the reader know where you found the ad or how you heard about the opening/company (friend, news media, online job board). It is also advantageous to mention at least something about the company or position that interests you. This shows that you have done some research about the position and or company.

Second Paragraph. This is where you pull out the “big guns.” Make sure you draw a specific connection to the position/company and your qualifications and experiences. One of the most common pitfalls in cover letter writing is detailing how working for that company will benefit you. The employer really needs to know what unique contributions you are going to bring to the position/company. This is a great time to talk about educational experiences (i.e. special projects done in a specific class). Make sure you can cite specific examples of demonstrated behavior. For example, if you say that you are an organized person, make sure you follow that statement with a specific example of how/when these organizational skills have helped you or been recognized by others. The cover letter is the time to speak about the “intangibles” about your character and personality whereas the resume is simply a listing of your experiences.

Third Paragraph. Refer the reader to the enclosed resume that summarizes your qualifications, training, experiences, etc. Assure the employer that you are the right person for the job by continuing to draw a connection between your unique skills and the position/company.

Concluding Paragraph. Make mention to the next step. If there is an open requisition that has been posted it probably means that there is a process already in place. In this case it is acceptable to say, “I look forward to setting up an interview whereby we may discuss my qualifications further.” If you are prospecting or networking to find a job, make sure you mention how you will follow up, i.e. “I will call you....,” “I will be in your city on a certain date and would like to meet....” Make sure to indicate your flexibility, repeat your phone number (or add a different number where you can be reached during certain hours) and offer any assistance necessary to help obtain a speedy response.

Sincerely,
(make sure you hand sign the letter as well)

Susie Jobseeker

Enclosure