Suggested Format for Cover Letter

August 15, 2007

Mr. John Doe
College Relations Coordinator
Corporation, Inc.
100 Main Street
Ft. Lauderdale, FL 33304

Dear Mr. Doe:

First Paragraph: Introduction: This is where you can introduce yourself talking about your major and overview of your background as it relates to the position. This is also the place to mention something you learned about the company and how it relates to you.

Second Paragraph: Body: Give one or two examples of relevant projects that would be of most interest to the employer. This is a good place to go into a little more detail about the PAR* statements on your resume.

- You can use bullets to highlight important projects (or continue writing in paragraph form).
- Refer the reader to the attached or enclosed resume, which will give additional information concerning your background and interests.

Third Paragraph: Closing: Thank the employer and mention how excited you are about this position. Make sure your closing is strong and asks for the interview.

Sincerely,

Pat Smith
Sample Cover Letter

Marketing Matters
RE: Marketing Intern

Dear Hiring Manager:

Marketing Matters is looking for “talented Marketing individuals to join the Marketing Matters family.” I will be graduating with a Bachelors of Science in Marketing from Nova Southeastern University (NSU) this spring, and I have experience as a Marketing Intern with the Advertize America. I would love to contribute to such an esteemed corporation as Marketing Matters. In addition, I want to work for a company that values each of its contributing members. From what I know about your organization, I believe the Marketing Matters family will do just that.

While I was a Marketing Intern with Advertize America, I designed a flier to entice current Accounting students to see the value of joining the professional organization. The flier was a catchy and quick way to display networking opportunities with Marketing Professionals and testimonials about how becoming a student member had benefitted NSU students in particular.

- Because of my efforts with creating and marketing the flier at NSU, Advertize America saw a spike in student membership, including 12 new student members in the organization.
- My efforts helped create a relationship between the organization and NSU that is currently in its third semester.

There are many more experiences I would like to share with Marketing Matters during an interview. Please view the attached resume, and feel free to contact me at the phone or email above. I greatly appreciate your time, and I look forward to talking to you in person!

Sincerely,

Pat Smith

Pat Smith

P.S. If you would like to learn how, as President, I increased American Marketing Association-UHD membership by 40% and increased revenue for the organization by 80%, please call me.
Cover Letter/Sales Letter Tips

- Refer to Professors, Supervisors and Community Leaders who speak well of you.
- Mention several interesting facts that you have learned through research and networking.
- Talk about your most impressive campus, work or community contributions.
- Mention something specific that a respected and influential person has said about you.
- Refer to any problems you have solved or prevented.
- Provide examples of your creativity, work ethic or problem-solving skills.
- Indicate your eagerness to make a contribution with this employer.
- Mention a current employee who has said good things about this employer.
- Show that you are familiar with their products, services, goals, finances and challenges.
- Explain why you are qualified for the position that interests you.
- Talk about your job-related campus, work or community experiences.
- Demonstrate your enthusiasm and interest in the company and the job.

Your sales letter must be carefully crafted and revised several times over the course of time. It is always a work in progress. As things change or you receive useful feedback, your sales letter should be reworked, improved and polished.

Talk with six or eight business professionals, community leaders and professors who know you well. Ask them to tell you what impresses them the most about you. Request that they think in terms of your field of interest, your work performance and your most impressive accomplishments. Once you have the complete list, show it to them. See if any other thoughts can be generated. Then, quote the most impressive statements in your sales letter.