

# Cover Letter Guide

## What is the purpose of a cover letter?

A cover letter is a one page, 3-4 paragraph "cover page" for your application and a writing sample for the employer. It should communicate your interest in the company and your qualifications for the position you are applying for. A cover letter must also describe how you differentiate yourself from the crowd and answer the question, "why you should hire me?". Even if it is not required, you should always submit a cover letter that is tailored to each position you apply for.

Want to watch instead of read? Check out our webinar recording of [Make Your Cover Letter Count](#)

## Header:

Personal contact information	Employer Contact Information	
<ul style="list-style-type: none"><li>• Full Name</li><li>• Address</li><li>• Phone &amp; Email</li></ul>	<ul style="list-style-type: none"><li>• Hiring Manager's Name</li><li>• Hiring Manager's Title</li><li>• Department</li></ul>	<ul style="list-style-type: none"><li>• Company</li><li>• Company Address</li><li>• Date</li></ul>

## Greeting:

Whenever possible direct the greeting to the hiring manager for the position. You can usually find the hiring manager's name by searching the company website, doing a LinkedIn search, or even calling the company and asking which hiring manager is assigned to this particular position. Once you learn the name, a simple greeting of "Dear John Smith," is all you need.

## Introduction:

Open with a captivating introductory sentence that grabs the reader's attention. Be sure to include the following:

1. Explicitly state the position that you are applying to
2. How you learned about the position (e.g. job board or through a referral etc.)
3. Why you are interested in the job (be specific)
4. Highlight something relevant you learned about the company
5. Thesis: state how your interests, knowledge and skills make you a strong candidate for the position

## Body Paragraphs:

In 2-3 paragraphs expand on our thesis from the introduction. Explain why you are qualified for the position and state your relevant skills and how (where and when) you gathered these skills (not a list of previous experiences/positions). Explain how these skills will allow you to effectively carry out the responsibilities listed in the job description. Convince the reader that the company will benefit from hiring you.

## Conclusion:

Re-emphasize why you are a qualified candidate. Thank the reader for their time and consideration and express your enthusiasm for an interview to discuss this opportunity in the near future.

*Tip: Be careful with wording: you don't want to be overconfident by conveying that you expect an interview, but instead you want to be assertive by letting the hiring manager know you want to meet with them to discuss why you are a good candidate.*

**Final Tip: PROOF READ! No typographical, spelling or grammatical errors. Don't rely on spell check.**

# Cover Letter Example

## Gunrock Fields

One Shields Ave  
Davis, CA 95616  
(123) 456-7890  
gunrock.fields@ucdavis.edu

Mrak Olson  
Customer Success Department Manager  
Aggie Tech  
530 Alumni Lane  
Davis, CA 95616

January 1, 2020

Dear Mrak Olson,

I'm excited to be applying for the Account Manager position in the Customer Success Department at Aggie Tech. I became aware of this position while connecting with Dana Hart at the California Tech Conference. I was excited to learn both from Dana and my own research the amazing work you are doing with social media content marketing. With more than seven years of experience in digital marketing agencies, I have developed a strong talent for building trusted relationships with high-value, high-impact clients. I am confident that my portfolio management and ability to develop new business can take your accounts and clients to new heights.

During my previous role at River Tech, I managed a portfolio of more than a dozen clients in the restaurant and consumer goods industries. I strategically coordinated a variety of DTC digital marketing campaigns that consistently delivered results, including over 20 campaigns that averaged a 10% or greater conversion rate. In addition to producing substantial ROI, these campaigns also earned our top consumer goods clients multiple prestigious consumer awards in 2014, 2016, and 2017.

In addition to my experience working with existing client accounts, I was also given the opportunity to assist the business development team with RFPs for new clients in our restaurant vertical. I was responsible for selecting the pitch team, developing our presentation strategy, and spearheading post-pitch follow-up efforts. My efforts earned a 40% win rate, directly resulted in more than \$15 million in new accounts, and landed projects with three of our CEO's key strategic account targets.

Thank you for your time and consideration. I'm looking forward to learning more details about the Account Manager position and about Aggie Tech. With a proven track record of account success, I am positioned to succeed in this role and substantially benefit your organization. I'm eager for the opportunity to share more examples of my work and discuss how my talents can be used to benefit Aggie Tech's client portfolio.

Sincerely,

*Gunrock Fields*

### Cover Letter Checklist:

- ✓ Contains **no** spelling or grammatical errors
- ✓ **Clearly** states what I'm applying for and how I heard about it
- ✓ Focuses on my **relevant skills** to the position
- ✓ Demonstrates I've **researched** the employer and position I'm applying for
- ✓ **Does not** restate the experience on your resume
- ✓ Is a good reflection of my **writing ability**