The cover letter is an important part of the first impression you create for a prospective employer. It paints a picture of who you are and what you can offer a company. While a cover letter may not always be required, it is a great way to explain to how you are a good fit for the position and why the employer should interview you.

<table>
<thead>
<tr>
<th>Introductory Paragraph</th>
<th>Middle Paragraph(s) (1-2 paragraphs)</th>
<th>Concluding Paragraph</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify yourself.</td>
<td>• Identify one or two of your strongest qualifications and clearly explain how these skills apply to the position.</td>
<td>• Re-emphasize your interest in the position.</td>
</tr>
<tr>
<td>• Clearly state why you are writing.</td>
<td>• Expand on the information in your resume rather than regurgitating all that is on your resume.</td>
<td>• Express your interest in an interview.</td>
</tr>
<tr>
<td>• State how you learned of the organization and position.</td>
<td>• Refer to the position description, if applying to a specific one.</td>
<td>• State that you will follow-up (phone or email).</td>
</tr>
<tr>
<td>• Express your interest in the organization and position.</td>
<td>• Demonstrate that you have researched the organization.</td>
<td>• Thank the reader for their time.</td>
</tr>
<tr>
<td>• Identify any connection(s) you have with the organization.</td>
<td>• Explain how you are a good fit for the position and/or organization (depending on length, start a second paragraph).</td>
<td></td>
</tr>
<tr>
<td>• Demonstrate that you have researched the organization.</td>
<td>• Wording is creative and catches an employer’s attention quickly.</td>
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Helpful Hints

• Customize each cover letter for the position by analyzing the description and highlighting the experiences, skills, and education the employer is seeking in an ideal candidate.
• Align your skills and experience with the position requirements in the cover letter.
• Demonstrate company and industry knowledge. Use buzzwords relevant to the position and field.
• Address your cover letter to a specific person. Take the time to figure out who this person is and their title.
• If you cannot find the contact information, address your letter to “Dear Hiring Manager” or “To whom it may concern.”
• Write your cover letter in the traditional business format.
• When communicating via email, use a professional email account and be sure to name your cover letter (and resume) using your name, i.e. Last Name, Cover Letter or First. Last, Cover Letter. You can also include the company name or position title in the name of the document.
• **Proofread, proofread, proofread.** Errors are not professional. Details matter!
• Have someone read your cover letter before you send it.
• Use matching paper and fonts for the cover letter, resume, and references. This shows continuity and professionalism.
Steps for Writing a Cover Letter

1. Read the position description in its entirety.
2. Re-read the position description and highlight skills and experiences you possess, as well as those that are emphasized repeatedly in the description.
3. Label each of the highlighted areas with one of your experiences that relates to it.
4. Write your cover letter by demonstrating how you are a good fit for the position, i.e. how you meet the employer’s needs.

Cover Letter Content Examples

The numbered items correspond to sections of the cover letter example below. These five items are key parts of a cover letter and should be included in your letter if possible.

1. Identify a connection with the organization.
2. Demonstrate company research.
3. Use specific examples of achievements – it makes it hard for the recruiter to ignore.
4. Use specific language from the position description.
5. Express interest in an interview.

Internship Information

**Internship Name:** Access Medical Sales and Marketing Internship (Monroe Brown Foundation)
**Organization:** Access Medical, LLC
**Contact:** Bob Brown
**Email:** brown@accessmedicaldirect.com
**Phone:** 269.276.0068
**Address:** P.O. Box 50986, Kalamazoo, MI 49005
**Website:** www.accessmedicaldirect.com

**General job functions the organization is usually hiring:** Marketing/HR

**Brief Description of Internship:** Access Medical is looking for an energetic intern candidate who is interested in learning the operations of a durable medical equipment company with a focus on sales and marketing.

**Required Experiences:** Must be self-motivated with a strong work ethic.

**Qualifications:**
**Schools:** Western Michigan University, Kalamazoo College, University of Michigan, Michigan State University
**Grade Level:** Four year college 3rd year, Four year college 4th year or more, Graduate School

**About Company:** Access Medical is a home Medical Equipment provider serving the greater Kalamazoo community. Our staff is trained and knowledgeable in a wide variety of home medical equipment and supplies, which allows us to meet you and your patient’s needs. Access Medical strives to make a difference in peoples’ lives and in the greater Kalamazoo community.

*Note that the highlighted information is used in the example on the next page.*
October 15, 2014

Bob Brown
Access Medical, LLC
P.O. Box 50986
Kalamazoo, MI 49005

Dear Mr. Brown:

I am a sales and business marketing major at Western Michigan University and I learned of the internship at Access Medical through Jane Baker at the WMU Career Spotlight: Women in Leadership (1). Based on the qualifications listed on BroncoJOBS, I am writing to express my interest in the position. Access Medical’s commitment to meeting the needs of patients and caregivers, along with my interest in sales, marketing and helping others make a great combination that will benefit your company (2).

I pride myself on being a self-motivated individual in all areas of my life, especially when learning new things. For example, in order to learn more about my major, I was selected to be a part of the Business Externship Program, a collegiate level job shadow opportunity. I spent several days at Enterprise Rent-A-Car, learning the role of their sales managers and even participated in several client meetings and calls. I also pride myself on having a strong work ethic. This quality helped me receive two promotions (3) to leadership positions in my work at a local ice cream shop. I would utilize these qualities at Access Medical in order to learn the operations of a durable medical equipment company (4), and dedicate myself to the sales and marketing of your products.

I am confident my professional and educational background, complemented Medical. Although the attached resume outlines my accomplishments, a personal interview would be the only way to fully illustrate why I am an excellent fit for the position (5). Thank you for your time and consideration.

Sincerely,

Jane Smith

Jane Smith