
The Cover Letter

A good cover letter is like introducing yourself with a personal handshake. It highlights your resume in a brief, interesting and clear fashion, pointing out your most important skills. It gives you the opportunity to introduce yourself to an employer and to draw connections between the position you seek and the skills or experiences you have to offer. Remember, managers are busy people. They won't read a long letter that never gets to the point. This is an employer's first impression of you. Make sure it is professional, error-free, and well written.

∨ **The cover letter attracts attention.**

You will attract the reader's attention by clearly stating your reasons for writing. Here are a few ways to do that:

Advertisement Openings- "I am responding to your November 3rd advertisement in the Star Tribune that requests an individual with marketing and production experience to fill the Account Manager position."

Referral Openings- "Upon the recommendation of Susan Brown, a nursing manager at Unity Hospital, I am applying for the Emergency Room nursing position you have posted."

Question Openings- "Will extensive computer training, a proven customer service record and a knack for problem-solving qualify me for a position with XYX Company?"

∨ **The cover letter shows how you are the best person for the job.**

- § Determine what that particular employer is looking for and show them how you fit the bill. Talking with other people and looking at the job posting are ways you can get a picture of the employer's ideal candidate.
- § Do some research on the organization. Find out about their goals, products and services. Identify why you want to work for the organization and communicate your reasons and interest to them.