

COVER LETTER

I. WHAT IT DOES

Sells you just as much as your resume does.

1. Tell the employer what you can do for his or her company.
2. You can highlight important aspects of your education and/or experience.
3. Match your skill and knowledge with what the company needs.
4. If you know about new innovations in your field, mention this.

II. HOW IT IS ORGANIZED

It should be written to invite, inform and entice the reader.

- Should have 4 paragraphs:
 1. In the first paragraph mention why you are writing and how you found out about the position.
 2. In the second tell why you should be chosen for the position.
 3. In the third mention why you want the position.
 4. In the fourth, the close, be assertive ('I will call you for an appointment.').

III. WHAT IT MUST BE

- 'Designed' so that it looks like it has been printed (not typed).
- Without mistakes and word divisions (if the latter is possible).
- Addressed to a specific person.
- Original.
- Upbeat and confident.
- Written on the same stationery as your resume.
- Short and to the point.