

A powerful cover letter to accompany your résumé is one of your best marketing tools. It communicates your value to the employer and paves the way for your résumé. A cover letter gives you the opportunity to introduce yourself and refer the employer to the qualifications noted on your résumé. Thoroughly read the job description and do research on the company to leave a positive impression on the employer. Try to create a letter that catches the reader's eye and stands out from other applicants.

Six characteristics of strong cover letters

Address a specific person, preferably the person in charge of hiring for the department.

Refer to a specific position and where you discovered the listing.

Show initiative and knowledge of the employer (refer to what they do, note samples of their recent work, etc.).

Point out specific skills and experience that relate to the employer's needs.

Expand and draw attention to areas noted on the résumé.

Initiate the next step. Use the last paragraph to state how you will follow through.

YOUR INFORMATION

Name _____

Address _____

City, state, zip _____

Phone _____

E-mail _____

Example Sue Smith
123 E. Liberty St. · Savannah, GA 31401
912.525.4000 · suesmith@hotmail.com

DATE _____

POTENTIAL EMPLOYER

Title _____

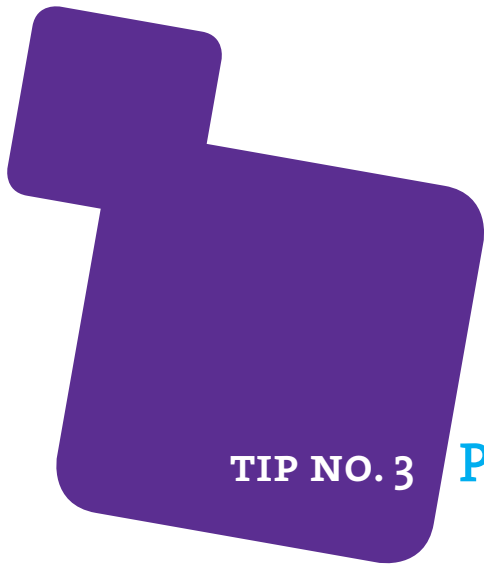
Company _____

Street address _____

City, state, zip _____

Dear (name of potential employer) _____

continued on back



TIP NO. 3

Proofread your résumé. Simple mistakes can cost you a job opportunity.

FIRST PARAGRAPH – Why are you writing?

Begin by stating your purpose: the specific position for which you are applying, how you heard about the job and if someone referred you. Say something that is particular to the job or the company.

SECOND PARAGRAPH – Why should they hire you?

Summarize your qualifications for the position: education, experience and skills, and how they directly relate to the position. Explain why you are interested in the position and why you are the best candidate. Give specific examples of projects you have worked on that show expertise in art and design. Show that you know the organization or company. Be confident, not arrogant. Keep this paragraph concise, five to eight sentences.

THIRD PARAGRAPH – Initiate the next step.

Refer the reader to the items you have enclosed (résumé, list of references, samples of your work, etc.). You may write, “I will contact you the week of _____ to discuss the opportunities within your company.” Thank the potential employer for his or her time and consideration.

Sincerely,

SIGN IT!