

Craft an Effective Cover Letter



TEXAS TECH UNIVERSITY
Rawls College of Business

Key Tips

- › 1 page letter, brief introduction that makes the employer read your resume
- › Pull keywords from the job description for a rich opening that demonstrates your fit for the position
- › Keep the employer reading by meeting their needs

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Ms. Raider Red
College Recruiting Coordinator
XYZ Company
1234 Main Street
Lubbock, TX 79414

Dear Ms. Red:

First Paragraph is the "make me read the rest" paragraph

- Include name of position you are applying for or the type of work you are seeking
- Mention how you heard about the posting, address your specific connections
- Include company-specific information, DO YOUR RESEARCH!
- Why do you want this job?
- Catch the reader's attention

Second Paragraph is the "how you fit the position" paragraph

- Explain why you want to work for THIS employer in THIS position
- Connect résumé with job description – GIVE EXAMPLES
- Show why you are qualified – SKILLS!
- Be brief but specific
- Make a statement to begin the paragraph and end with proof for the statement

Final Paragraph

- Restate interest
- Restate contact information
- Use confident and positive language
- "I look forward to hearing from you" sounds better than "I hope to hear from you"
- "Thank you" is not mandatory but it's nice

Sincerely,

C. Eric Taylor

Enclosure

Use the same header as your resume

It is considered impressive if you can include a direct name and title versus using Mr./Ms. Hiring Manager

Unless you are 100% positive, it is important to use Ms. instead of Mrs. Do not assume, ever. If there is a professional title (like Dr.), use that instead

Sign in ink above name

Include this if you are including additional documents