COVER LETTER OUTLINE

Your Name (optional)
Your Address

Date

Contact Name (Mr. Jim Lee or Ms. S. Ahmad)
Position (if provided)
Company Name
Company Address

*Note: If a contact name is not available, can use Re: Position Title
(instead of To Whom It May Concern or Dear Sir/Madam)

Dear (Ms. Lee or Mr. Ahmad),

First Paragraph:
• Why you are writing – refer to advertised position, where you saw position advertised; if you have talked to them previously, say so
• Marketing pitch/thesis statement to explain why the employer would be interested in you – i.e. briefly match 3 or 4 of your skills to the employer’s requirements

Middle Paragraphs:
• Using your marketing pitch/thesis statement as a guide, highlight your skills and experience relevant to the position advertised
• Give specific examples of the relevant skills to show how you demonstrated them and where; the examples can be related work or volunteer experience, extracurricular activities, interests, education/training, or any other qualifications you may have for this type of work
• Where appropriate, elaborate on your courses and/or projects
• Focus on what contributions you can make to the organization rather than how you would benefit from the experience if you are hired
• Show in your reference to the employer that you have researched the organization and understand the nature of the work it does

Final Paragraph:
• Thank them and indicate you are looking forward to meeting them to discuss your qualifications further
• Can also reiterate fit with the position and organization

Sincerely (or Regards),
YOUR SIGNATURE (Sign if you’re handing in a paper copy)
Your Name