



Writing an Effective Cover Letter

What is the purpose of the cover letter? The cover letter tells an employer why they are receiving your resume and for which job you are applying. Study the job description so that you can specifically communicate what you are applying for and how your skills and experience best match the position. You can practice writing a cover letter but you will have to write a new one each time you apply for a job. If you do not change your cover letter with each job application, you will be less likely to convince a potential employer that you really want the job.

When do you send a cover letter? If you are applying for a job by mailing, emailing, or faxing a resume, you should always send a cover letter. Pay close attention to the job posting to which you are applying. In most instances, the application process will require both a resume and a cover letter.

What if I apply for a job on-line? If the online process allows you to upload a cover letter, then ALWAYS send a cover letter. Read the directions and act accordingly. If you are emailing the resume, attaching a cover letter in addition to a brief but professional email message is very acceptable.

Do I take a cover letter to a job fair or to an on-campus interview? No. A cover letter is unnecessary since you are meeting in-person.

Jane Austin

Relocating to Atlanta, GA | (478) 555-5555

janeaustin@mga.edu

November 1, 2019

Ms. Katherine Ortiz
Director of Human Resources
Express Airlines
10656 Columbia Parkway
Atlanta, GA 31301

Dear Ms. Ortiz:

I am interested in the Customer Service Agent position with Express Airlines that you have listed on Handshake with Middle Georgia State University. I believe my customer service work experience and academic background in aviation and airline management make me a great fit for this position.

As you will note in the enclosed resume, I will be graduating in December with a degree in Aviation Science and Management with a concentration in Management. Previously, I obtained a certificate in Airline Management. In addition, I have two years of experience in customer service within the retail industry. In this role, I have also trained new associates on the company's customer service model.

I would appreciate the opportunity to meet with you to discuss this opportunity in person. Contact me by phone at (478) 555-5555 or email at janeaustin@mga.edu to schedule an interview. Thank you for your time and consideration.

Sincerely,

Jane Austin

Although you can follow the typical business letter format for writing your address, an easy and eye catching option is to copy your resume heading to the top of the cover letter.

Date you are writing the letter

Address of the person you are writing

Salutation: Always write to a person. Take the time to find out the hiring manager's name or appropriate title.

Paragraph 1 explains why you are writing. Include information such as:

- 1) Why you are interested?
- 2) Willingness to relocate (if applicable)
- 3) How you found out about the job and/or how the position relates to your goals.

Paragraph 2 is your sales pitch. Discuss how your skills, experiences, and strengths fit the position.

Suggested topics include:

- 1) A direct (and sincere) interest you have in what the organization does.
- 2) Emphasizing the skills/experiences that you have that meet the employer's needs.
- 3) Giving one or two related examples of accomplishments that relate to key qualifications and job duties.
- 4) Experiences could include courses you have taken, class projects, campus involvement, or related work experience/skills.

Paragraph 3 is where you create a plan of action:

- 1) Ask for an interview.
- 2) What will you do next?
- 3) Thank the person for their time or indicate your eagerness to speak with them further.

Signature:

Sincerely or Best Regards are the best ways to end a business letter.