

## Cover Letters

### Format

A Cover Letter is a business letter. It needs to follow business letter conventions. Your letter should be in standard block format: single-spaced throughout except between address, which is double-spaced, and paragraphs are *not* indented. It is important to include the following as well:

- The initial blocks will be your address, the address of the person that you are writing to, and an appropriate salutation. The first block will be your information: your name, company name (if applicable), address, phone (where you can be reached), email (appropriate only, school as needed); this block should match your address block on your resume.
- Next, you have to address this letter to someone. Find the right person; do some research and learn who will be reading this letter and address it to him/her. (If this is not possible, use “To Whom It May Concern”.) The second block will be this person’s address: his/her name, title, company name, and address.
- After this second block, you will need an appropriate salutation: for example “Dear Mr. Right” or “To Whom It May Concern”.
- Finally, after the body of your work—your content—you will need an appropriate closing: Start with “Sincerely yours,” then leave four lines for your signature, after which you will type your name as you will sign it. Below your signature, you will need to add a list of your enclosures at the end of the letter (at the very least, you will be enclosing your resume).

### Content

You need to quickly say what needs to be said: *Why you are a unique candidate*. The content of your letter should follow The Inverted Pyramid format (on the right), offering the most relevant information first and building to a Call to Action. Comment on your education and career highlights. Mention what you learned from your experience, coursework, internships and/or fieldwork. This is your opportunity to mention mentors and others in the field that you have worked with and learned from, especially if they are renowned. This letter is a chance to show your knowledge specific to your industry, showing your understanding of jargon. Include only the most compelling information. Offer significant reasons why you are qualified for *this* position.

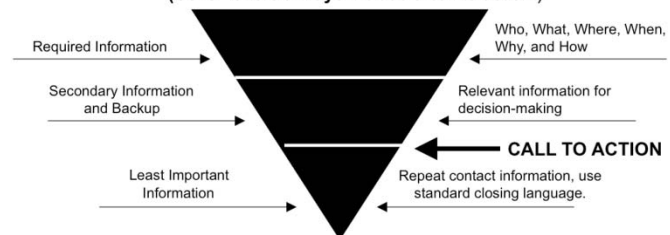
## Structuring

### Body of the letter

You will be following rules of journalism,

**The Inverted Pyramid**, with one exception: **CALL TO ACTION**.

(Cover letters **always** include a call to action.)



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(Sample Letter Contents and Format)

Your Name  
Company Name (if applicable)  
Address  
Phone  
Email (appropriate only)

Their Name  
Title  
Company Name  
Address

Dear Their Name:

Here you need to quickly say what needs to be said: *Why you are a unique candidate*. Comment on your education and career highlights. Mention what you learned from your experience, coursework, internships and/or fieldwork. This is your opportunity to mention mentors and others in the field that you have worked with and learned from, especially if they are renowned.

Here is a chance to show your knowledge specific to your industry, showing your understanding of jargon. Include only the most compelling information. Offer significant reasons why you are qualified for *this* position.

Sincerely yours,

Your Name

Enclosed: Resume, more